

ch7

Student: _____

1. The function of marketing research is to develop and analyze new information to help marketing managers make better decisions.

True False
2. One of the important jobs of marketing researchers is to provide marketing managers with information that is changing.

True False
3. Marketing research projects are conducted one-at-a-time, instead of routinely.

True False
4. Marketing research focuses on changing information needs while an MIS focuses on recurring information needs.

True False
5. A marketing information system (MIS) is an organized way of continually gathering, accessing, and analyzing information that marketing managers need to make ongoing decisions.

True False
6. A marketing information system (MIS) is a large computer which allows consumers to determine the prices of food products at grocery stores in any geographic area.

True False
7. An intranet is useful for numeric data but not for text documents.

True False
8. An intranet is a system for linking computers within a company.

True False
9. An intranet works like the Internet but access is limited to a company's employees.

True False
10. Access to information on an intranet is usually limited to a firm's own employees.

True False
11. Only large firms have their own intranets.

True False

12. It is the job of the MIS specialist to ask for the right information in the right form.

True False

13. It is the job of the marketing manager to ask for the right information in the right form.

True False

14. A decision support system (DSS) is a computer program that makes it easy for a marketing manager to get and use information as he or she is making decisions.

True False

15. A search engine may make it easier for a marketing manager to get information from the Internet, but it would not be useful on an intranet.

True False

16. A search engine is a computer program that helps find information.

True False

17. Search engines use words or phrases to guide the search for information.

True False

18. A marketing manager who uses a search engine would have little need for a decision support system.

True False

19. A search engine is typically used to help change raw data into more useful information.

True False

20. A DSS typically helps change raw data into more useful data.

True False

21. A marketing dashboard displays up-to-the minute marketing data in an easy-to-read format.

True False

22. Decision support systems that include marketing models help managers by showing the relationships among marketing variables.

True False

23. A marketing manager can use an MIS to conduct sales and perform analyses that show a more detailed breakdown of what's happening.

True False

24. Once marketing managers use a marketing information system (MIS), they are eager for more information.

True False

25. Use of the scientific method in marketing research helps managers make the best decisions possible.
- True False
26. A marketing researcher using the scientific method develops and tests hypotheses about the relationships between things or about what will happen in the future.
- True False
27. Use of the scientific method in marketing research forces researchers to use an inflexible process.
- True False
28. Use of the scientific method in marketing research forces researchers to use an orderly process.
- True False
29. Hypotheses are educated guesses about the relationships between things or about what will happen in the future.
- True False
30. The scientific method is a research process which consists of five stages: observation, developing hypotheses, predicting the future, collecting data, and using statistical methods of analysis.
- True False
31. It isn't necessary for marketing managers to be involved with marketing research specialists, since research requires statistical skills which managers usually don't have.
- True False
32. Marketing managers should be able to explain the kinds of problems they are facing and the kinds of marketing research information that will help them make decisions.
- True False
33. Since marketing managers have to be able to evaluate research results, they should be involved in the design of research projects--even though they may not be research specialists.
- True False
34. Defining the problem is the first step in marketing research--and is usually the easiest job for the researcher.
- True False
35. Defining the problem is always the easiest step in the marketing research process.
- True False
36. Defining the problem is often the most difficult step in the marketing research process.
- True False

37. To avoid wasting time working on the wrong problem, marketing researchers can use a logical strategy planning framework to guide their efforts.
- True False
38. Unless the problem is precisely defined, research effort may be wasted on the wrong problem, and may lead to costly mistakes.
- True False
39. A situation analysis is a formal study of what information is already available in the problem area.
- True False
40. During the situation analysis, marketing researchers may talk to informed people within the company, study internal records, search libraries for available information, or browse the Internet with a search engine.
- True False
41. Secondary data is information which is already published or collected.
- True False
42. Secondary data involves information that has been collected or published already.
- True False
43. During the situation analysis, a marketing researcher will evaluate primary data rather than secondary data.
- True False
44. The Internet is an excellent source for primary data, but not secondary data.
- True False
45. Much of the secondary data on the Internet is stored in database formats that standard website search engines cannot find.
- True False
46. Specialized search engines like Blogdex and Google Groups can locate websites that allow marketing managers to listen in or ask questions as customers chat about companies and brands.
- True False
47. The government, advertising agencies, newspapers, trade associations, and research subscription services are all major sources of primary data.
- True False
48. The Statistical Abstract of the United States is one of the most useful summaries of secondary data published by the federal government.
- True False

49. A good situation analysis is usually inexpensive compared with more formal research efforts, such as a large scale survey.

True False

50. A research proposal involves interviewing 6 to 10 people in an informal group setting.

True False

51. In general, a marketing researcher should get some problem-specific data before planning a formal research project.

True False

52. A formal marketing research project usually involves gathering primary data.

True False

53. Qualitative research seeks in-depth, open-ended responses.

True False

54. Qualitative research seeks clear yes or no answers.

True False

55. Focus group interviews are a form of quantitative research.

True False

56. A focus group interview involves interviewing 6 to 10 people in an informal group setting.

True False

57. Electronic focus groups now participate in sessions via the Internet.

True False

58. Online focus groups can offset some of the limitations of traditional focus groups because one aggressive member is less likely to dominate the group.

True False

59. Online focus group participants usually feel freer to express their honest opinions than do participants in traditional focus groups.

True False

60. Focus groups are a way to gather primary data quickly, but at a relatively high cost.

True False

61. Qualitative research seeks structured responses that can be summarized in numbers, like percentages, averages, or other statistics.

True False

62. Open-ended questions are less likely to be asked in quantitative research than in qualitative research.

True False

63. A common quantitative research approach is to use survey questionnaires with multiple-choice questions.

True False

64. One reason for the popularity of mail surveys is that the response rates are usually very high.

True False

65. Response rate is the percentage of people contacted who complete a given questionnaire.

True False

66. One weakness of telephone interviews is that they do not allow an interviewer to probe and really learn what the respondent is thinking.

True False

67. Telephone surveys are practical if the information needed is not too personal.

True False

68. Observing--as a method of collecting data--should focus on a well-defined problem.

True False

69. In the observation method, researchers try to see or record what the subject does naturally.

True False

70. With the observation method, the researcher skillfully engages the subject in conversation.

True False

71. Nielsen's TV audience research and Arbitron's radio audience research illustrate that observing is a common research method in advertising.

True False

72. A consumer panel is a group of consumers who provide information on a continuing basis.

True False

73. Applying the experimental method in marketing research usually means the responses of groups are compared.

True False

74. In the experimental method, researchers compare the responses of two or more groups that are similar even on the characteristic being tested.

True False

75. Syndicated research is an economical approach for collecting specific research needed by one firm for a specific problem.
- True False
76. Only about 25 percent of marketing research spending is for syndicated research.
- True False
77. J.D. Power's surveys of customer satisfaction are a popular example of syndicated research.
- True False
78. Even though marketing managers might like more information, they must balance the high cost of good research against its probable value to management.
- True False
79. A marketing manager should seek help from research only for problems where the risk of a decision can be greatly reduced at a reasonable cost.
- True False
80. Statistical packages are easy-to-use computer programs that analyze data.
- True False
81. A statistical package is likely to be used with quantitative research, but not with qualitative research.
- True False
82. In a quantitative marketing research study, the total group of people a marketing manager is interested in learning something about is known as the sample.
- True False
83. In marketing research, a population is a part of the relevant sample.
- True False
84. The extent to which marketing research data measures what it is intended to measure is known as the confidence level.
- True False
85. Validity concerns the extent to which data measures what it is intended to measure.
- True False
86. All marketing research projects are worthwhile because they gather new information--even if the research doesn't have action implications.
- True False

87. When a firm is doing similar research projects in different international markets, it makes sense for the marketing manager to coordinate the efforts so that comparisons across markets are possible.
- True False
88. Procedures that develop and analyze new information to help marketing managers make decisions are called:
- A. strategy planning.
 - B. operational planning.
 - C. analytical research.
 - D. marketing research.
 - E. statistical techniques.
89. Procedures that develop and analyze new information to help marketing managers make decisions are called:
- A. marketing research.
 - B. statistical techniques.
 - C. operational planning.
 - D. strategy planning.
 - E. sample building units (SBUs).
90. _____ refers to the procedures that develop and analyze new information about a market.
- A. Marketing research
 - B. Marketing information system
 - C. Frequency monitoring program
 - D. Marketing plan
 - E. Management information system
91. _____ utilizes qualitative and quantitative analysis procedures to help marketing managers make more informed decisions.
- A. Marketing planning.
 - B. Marketing processing.
 - C. Marketing structure.
 - D. Marketing research.
 - E. Marketing strategy.
92. Marketing research is concerned with developing and analyzing new information to help marketing managers do a better job of:
- A. executing marketing strategies.
 - B. planning marketing strategies.
 - C. making operational decisions.
 - D. controlling marketing strategies.
 - E. All of the above.

93. Marketing research:

- A. should be planned by research specialists who understand research techniques better than marketing managers.
- B. is needed to keep marketing managers in touch with their markets.
- C. consists mainly of survey design and statistical techniques.
- D. is only needed by producers who have long channels of distribution.
- E. All of the above.

94. In small companies,

- A. there is no need for marketing research.
- B. there should be a marketing research department--or there will be no one to do marketing research.
- C. the emphasis of marketing research should be on customer surveys.
- D. salespeople often do what marketing research gets done.
- E. there usually isn't enough money for a manager to use a search engine.

95. Identify the INCORRECT statement about marketing research.

- A. Most small companies have a separate marketing research department.
- B. People in marketing research departments often rely on outside specialists.
- C. Some nonprofit organizations have begun to use marketing research.
- D. Nonprofit organizations usually need the help of outside specialists to do marketing research.
- E. Marketing research may involve use of questionnaires, interviews with customers, experiments, etc.

96. When getting information for marketing decisions, the marketing manager:

- A. may use both internal and external sources of information.
- B. may need to make some decisions based on incomplete information.
- C. may need to rely on his or her own instincts to make some decisions.
- D. should have access to ongoing information about business performance.
- E. all of the above.

97. When getting information for marketing decisions, the marketing manager:

- A. can benefit from new developments in computer networks and software.
- B. should have access to ongoing information about business performance.
- C. may need to make some decisions based on incomplete information.
- D. All of the above are true.
- E. None of the above is true.

98. Marketing research:

- A. provides new information for use in decision-making.
- B. must be a joint effort between the researcher and the manager.
- C. may be handled by outside specialists or by people within the firm.
- D. All of the above are true.
- E. None of the above is true.

99. Marketing research:

- A. should be planned by research specialists who understand research techniques better than marketing managers.
- B. is only needed by producers who use long channels of distribution.
- C. should be planned by marketing managers--who understand the problem--not researchers.
- D. is not needed by business marketers because their needs are different.
- E. can get changing information that is not available in the MIS.

100. A _____ is an organized way of continually gathering and analyzing data to get information to help marketing managers make ongoing decisions.

- A. marketing information system
- B. marketing model
- C. marketing research project
- D. marketing research department
- E. marketing logistics system

101. _____ refers to an organized way of continually gathering, accessing, and analyzing information that marketing managers need to make ongoing decisions.

- A. Active marketing
- B. Manufacturing information system
- C. Marketing research
- D. Marketing information system
- E. Target marketing

102. A complete marketing information system should:

- A. provide a good overall view on many types of problems.
- B. allow marketing managers to get needed information while they are actually making decisions.
- C. provide answers to specific questions.
- D. continually gather data from internal and external sources, and from market research studies.
- E. All of the above are true.

103. Regarding a marketing information system (MIS):

- A. The input of marketing managers is not needed in developing an MIS; marketers should leave everything to information technology specialists.
- B. Although not every firm has one, MIS use is growing rapidly.
- C. A good MIS will convert information into raw data.
- D. An MIS forces managers to make decisions more slowly, because the MIS provides so much information for consideration.
- E. All of the above.

104. A complete marketing information system:

- A. provides a good overall view on many types of problems, but usually cannot provide answers to specific questions.
- B. eliminates the need for "one-shot" marketing research projects.
- C. is organized to continually gather data from internal and external sources, including market research studies.
- D. is usually too complicated for the marketing manager to use without help from data processing specialists.
- E. All of the above are true.

105. Regarding "marketing research" and "marketing information systems":

- A. marketing information systems gather and analyze data from sources inside the company, while marketing research handles all external sources.
- B. marketing information systems make information more available and more accessible.
- C. marketing information systems tend to increase the quantity of information available for decision making, but with some decrease in quality.
- D. most firms have gone "too far" trying to apply modern decision-making techniques.
- E. All of the above are true.

106. Setting up a marketing information system can be valuable to marketing managers because

- A. most companies have much useful information, but it often isn't available or accessible when the manager needs it.
- B. most market-oriented companies only need a certain type of information once or twice.
- C. marketing research data is rarely as accurate as data from a marketing information system.
- D. market-oriented managers can always use more data.
- E. a company that can't afford marketing research should at least have a marketing information system.

107. Which of the following observations about the use of a marketing information system (MIS) is FALSE?

- A. Not every firm has a complete MIS.
- B. An MIS tends to focus on recurring information needs.
- C. An MIS identifies problems that need solving.
- D. It is the job of the MIS specialist to ask for the right information in the right form.
- E. An MIS shouldn't be the only source of information for managers while making decisions.

108. A marketing information system (MIS) includes all of the following except:

- A. Data warehouses.
- B. Decision support systems.
- C. Internet support systems.
- D. Marketing models.
- E. Tools to access multimedia data.

109. Managers at Wayzata Communications, an Internet service provider, want access to a continual flow of information about their market -- available whenever they need it. Wayzata managers need a(n)

- A. marketing information system.
- B. intranet.
- C. data warehouse.
- D. customer relationship management system.
- E. program for rapid information sources.

110.Regarding "marketing research" and "marketing information systems":

- A marketing information systems gather, access, and analyze data from intracompany sources, while . marketing research handles all external sources.
- B. both tend to focus on nonrecurring information needs.
- C marketing information systems tend to increase the quantity of information available for decision . making, but with some decrease in quality.
- D. most firms have gone "too far" trying to apply modern decision-making techniques.
- E. None of the above is true.

111.Which of the following statements about intranets is NOT TRUE?

- A. Intranets are a system for linking computers within a company.
- B. Information is available on demand.
- C. An intranet is easy to update.
- D. Access to websites on an intranet is unrestricted.
- E. Even very small firms may have their own intranet.

112.Reshma Ananda, a marketing manager for the Grocery SuperStore retail chain, fired up a computer program that gave her ready access to information about product availability and customer buying that helped her immediately set prices for bananas and cherries. This type of computer program is called _____.

- A. a decision support system.
- B. a marketing model.
- C. an internet.
- D. a price setting.
- E. statistical analysis software.

113.Which of the following statements about marketing information systems is true?

- A Marketing information systems are used to gather, access, and analyze data from intracompany sources, . while marketing research deals with external sources.
- B. Decision support systems allow managers to see how answers to questions might change in different situations.
- C Computerized marketing information systems tend to increase the quantity of information available for . decision making but not without some corresponding decrease in quality.
- D. The value of decision support systems is limited because the manager can't use them while he is actually making his decisions.
- E. All of the above are true statements.

114.A decision support system

- A. focuses only on numerical data.
- B. typically helps change raw data into more useful information.
- C. organizes incoming information into a data warehouse.
- D. is a place where databases are stored so that they are available when needed.
- E. is a system for linking computers within a company.

115. Juan Quito, marketing manager at Branded Food Co., reviewed his _____, the up-to-the minute marketing data on his computer screen. It was organized in an easy-to-read format and customized to his area of responsibility.
- A. intranet
 - B. marketing dashboard
 - C. internal data sources
 - D. data warehouse
 - E. internal search engine
116. A marketing model is a
- A. procedure that develops and analyzes new information about a market.
 - B. detailed breakdown of a company's sales records.
 - C. plan that specifies what information will be obtained and how.
 - D. statement of relationships among marketing variables.
 - E. software that organizes incoming information into a data warehouse.
117. Regarding marketing research,
- A. when time is short and a decision must be made, it is better not to do a research project that can answer only some of the questions.
 - B. a good researcher will understand the marketing problem as well as the technical details of marketing research.
 - C. marketing managers really don't have to know much about how to plan marketing research to use the results effectively.
 - D. most large companies don't use outside research specialists.
 - E. the marketing manager is usually too involved to be objective, so a research specialist should define the problem.
118. Which of the following statements BEST reflects the point of view of the text with respect to marketing research?
- A. "We don't use computers, surveys and the like because marketing's information needs are usually not that precise anyway."
 - B. "When we work with outside marketing research specialists, we expect them to take the time to really understand the problem we are trying to solve."
 - C. "As marketing manager, I feel that the marketing researchers should be left alone to do their research--since they often come up with interesting suggestions."
 - D. "As marketing research director, I should know the marketing manager's position in advance, so we can prove it is correct if possible."
 - E. "Our company is very small, but we should have our own marketing research department anyway--to get the information we need to make good decisions."
119. Marketing research:
- A. usually requires complex statistical techniques, so marketing managers should leave planning of the research to the research specialists.
 - B. is likely to be more effective when guided by the strategy planning framework.
 - C. should gather as much information as possible.
 - D. begins by analyzing the situation.
 - E. All of the above are true.

120. A decision-making approach that focuses on being objective and orderly in testing ideas before accepting them is the:
- A. MIS method.
 - B. scientific method.
 - C. statistical method.
 - D. DSS method.
 - E. marketing models method.
121. The _____ is a decision-making approach focuses on being objective and orderly in testing ideas before accepting them.
- A. decision support system
 - B. situation analysis
 - C. idea generation process
 - D. marketing information system
 - E. scientific method
122. The scientific method
- A. rejects the idea that marketing managers can make "educated guesses" about marketing relationships.
 - B. shows that every marketing research project should have five steps.
 - C. is an orderly and objective approach to judging how good an idea really is.
 - D. recognizes that statistical analysis provides the only basis for rejecting an hypothesis.
 - E. None of the above is true.
123. The scientific method is important in marketing research because it:
- A. forces the researcher to follow certain procedures, thereby reducing the need to rely on intuition.
 - B. develops hypotheses and then tests them.
 - C. specifies a marketing strategy which is almost bound to succeed.
 - D. Both A and B are correct.
 - E. All of the above are correct.
124. The scientific method in marketing research
- A. forces an orderly research process.
 - B. is an informal approach to define problems.
 - C. is not a valid decision-making approach.
 - D. is based on hunches rather than evidence.
 - E. makes guesses about what will happen in the future.
125. The scientific method
- A. rejects the idea that marketing managers can make "educated guesses" about marketing relationships.
 - B. is an orderly way of presenting your point of view.
 - C. assumes that statistical analysis provides the only basis for rejecting an hypothesis.
 - D. All of the above are true.
 - E. None of the above is true.

126. Educated guesses about the relationships between things or about what will happen in the future are:

- A. theories.
- B. laws.
- C. "facts."
- D. hypotheses.
- E. None of the above.

127. Educated guesses about the relationships between things or about what will happen in the future are:

- A. hypotheses.
- B. laws.
- C. proposals.
- D. theories.
- E. predictions.

128. ____ are educated guesses about the relationships between things or about what will happen in the future.

- A. Data insights
- B. Observations
- C. Situation analysis
- D. Hypotheses
- E. Marketing models

129. Identify the correct sequence in the marketing research process.

- A. Analyzing the situation, getting problem-specific data, interpreting the data, defining the problem, solving the problem.
- B. Analyzing the situation, defining the problem, getting problem-specific data, interpreting the data, solving the problem.
- C. Defining the problem, analyzing the situation, getting problem-specific data, interpreting the data, solving the problem.
- D. Getting problem-specific data, interpreting the data, analyzing the situation, defining the problem, solving the problem.
- E. Getting problem-specific data, interpreting the data, defining the problem, solving the problem, analyzing the situation.

130. Which of the following is the correct sequence of steps in the marketing research process?

- A. Getting problem-specific data; interpreting data; defining the problem; analyzing the situation; solving the problem.
- B. Analyzing the situation; getting problem-specific data; interpreting data; defining the problem; solving the problem.
- C. Defining the problem; getting problem-specific data; interpreting data; analyzing the situation; solving the problem.
- D. Defining the problem; analyzing the situation; getting problem-specific data; interpreting the data; solving the problem.
- E. None of the above.

131. Which of the following is NOT part of the five-step marketing research process discussed in the text?

- A. Writing the proposal
- B. Analyzing the situation
- C. Solving the problem
- D. Interpreting the data
- E. Defining the problem

132. Which of the following is NOT part of the five-step marketing research process discussed in the text?

- A. Interpreting the data.
- B. Developing the marketing information system (MIS).
- C. Analyzing the situation.
- D. Defining the problem.
- E. Solving the problem.

133. Which of the following is most consistent with the scientific method approach to marketing research discussed in the text?

- A. "We continually survey our customers because the results give us good ideas for hypotheses."
- B. "Once we interpret the data, we can define our problem."
- C. "Our research is as precise as possible--because we want to be 100 percent accurate."
- D. "Sometimes the answers from the early stages of the research process are good enough so we stop the research and make our decisions."
- E. None of the above is true.

134. What is the first step in the marketing research process?

- A. Analyzing the situation
- B. Interpreting the data
- C. Defining the problem
- D. Getting problem-specific data
- E. Solving the problem

135. The most difficult step of the marketing research process is:

- A. analyzing the situation.
- B. collecting data.
- C. observation.
- D. defining the problem.
- E. interpreting the data.

136. Often the most difficult step in the marketing research process is:

- A. analyzing the situation.
- B. defining the problem.
- C. getting problem-specific data.
- D. interpreting the data.
- E. All of the above.

137. Which of the following statements about the marketing research process is NOT TRUE?

- A. Defining the problem is important because this decision will remain unchanged throughout the process.
- B. The situation analysis step helps educate a researcher.
- C. Researchers and marketing managers need to work together.
- D. The situation analysis includes looking at secondary data.
- E. Marketing managers often have to explain problems to researchers.

138. The first thing a marketing manager should do if one of his firm's products drops in sales volume is:

- A. conduct a survey to see what is wrong.
- B. define the problem.
- C. set research priorities.
- D. do a situation analysis.
- E. interview representative customers.

139. Regarding the marketing research process, defining the problem

- A. is often confused with identifying the symptoms of the problem.
- B. can be guided by the marketing strategy planning framework.
- C. precisely may have to wait until after a situation analysis has been completed.
- D. All of the above are true.
- E. None of the above is true.

140. Regarding the marketing research process, defining the problem

- A. means identifying the symptoms.
- B. usually requires that problem specific data be collected and interpreted.
- C. may have to wait until after a situation analysis has been completed.
- D. All of the above are true.
- E. None of the above is true.

141. _____ is an informal study of what information is already available in the problem area.

- A. Qualitative research
- B. Situation analysis
- C. A focus group interview
- D. Quantitative research
- E. A marketing model

142. A situation analysis

- A. usually involves formal talks with informed people.
- B. can help define the problem.
- C. should never involve a firm's customers.
- D. is a step that can often be skipped.
- E. provides a controlled test of an hypothesis.

143. During a "situation analysis," a marketing researcher should:

- A. collect primary data.
- B. talk with competitors facing similar problems.
- C. begin to talk informally to as many customers as possible.
- D. study what information is already available.
- E. All of the above.

144. Which of the following statements about doing a situation analysis is correct?

- A. Libraries have good data on specific topics, but it is expensive to find.
- B. It doesn't make sense to start a situation analysis until the problem has begun to surface.
- C. Much good data is available from the government, but most of it is expensive.
- D. A good situation analysis is usually more expensive than collecting primary data.
- E. None of the above is true.

145. Which of the following statements about a situation analysis is False?

- A. A situation analysis is mainly a study of new information that is not already available.
- B. A situation analysis may involve informal discussions with knowledgeable people.
- C. A situation analysis may help educate a researcher who is dealing with an unfamiliar subject.
- D. A situation analysis should include finding relevant secondary data.
- E. None of the above statements is false.

146. A company that sells equipment through independent wholesalers wants to find out why sales are down in one region. An analyst is asked to interview the wholesaler in that region. This seems to be

- A. part of a situation analysis.
- B. the beginning of a focus group interview.
- C. gathering information that will be analyzed by a statistical package.
- D. bad practice, since the problem has not been defined yet.
- E. None of the above is true.

147. A marketing manager wants to know why her sales are down. She talks with several sales reps and finds that a competitor has introduced a successful new product. This "research" seems to be part of

- A. the situation analysis.
- B. the problem solution stage.
- C. obtaining problem-specific data.
- D. the data interpretation stage.
- E. the problem definition stage of the research process.

148. A small manufacturing firm has just experienced a rapid drop in sales. The marketing manager thinks that he knows what the problem is and has been carefully analyzing secondary data to check his thinking. His next step should be to:

- A. conduct an experiment.
- B. develop a formal research project to gather primary data.
- C. conduct informal discussion with outsiders, including intermediaries, to see if he has correctly defined the problem.
- D. develop a hypothesis and predict the future behavior of sales.
- E. initiate corrective action before sales drop any further.

149.Data that has already been collected or published is:

- A. useful data.
- B. secondary data.
- C. primary data.
- D. free data.
- E. rarely--if ever--useful for marketing decision making.

150.Data that has been collected or published already is:

- A. primary data.
- B. free.
- C. franchised data.
- D. secondary data.
- E. none of the above.

151.Secondary data is often available--at little or no cost--from:

- A. both private and government sources.
- B. the Internet.
- C. trade associations.
- D. company files.
- E. All of the above.

152.The marketing manager at Massimino & McCarthy, a chain of retail stores that sells men's clothing, is reviewing marketing research data to try to determine if changes in marketing strategy are needed. Which of the following sources of data would be a secondary data source?

- A. Looking through the company's marketing information system to see past sales trends.
- B. Reviewing videotapes of a recent focus group.
- C. Making phone calls to some of the best customers to learn their interest in a new line of clothing.
- D. Spending time in stores observing customers' behavior.
- E. Looking through the results of an online customer satisfaction survey.

153.Which of the following statements concerning secondary data is correct?

- A. Secondary data usually takes longer to obtain than primary data.
- B. Secondary data is only available within the firm.
- C. Secondary data was originally collected for some other purpose.
- D. All of the above are correct.
- E. None of the above are correct.

154.Secondary data

- A. may provide some background, but never provides the answer.
- B. is information that has been collected already.
- C. is rarely available and is expensive.
- D. is specifically collected to solve a current problem.
- E. can be in the form of online surveys or observations.

155. Popular Internet search engines for locating secondary data include:

- A. Google
- B. Ask
- C. Yahoo
- D. All of the above are likely to be useful.
- E. None of the above is likely to be useful.

156. Marketing managers can search the Internet for secondary data by using:

- A. a popular Internet subject directory like Yahoo.
- B. a library Internet subject directory like INFOMINE.
- C. a powerful Internet search engine like Google.
- D. a relevant database that is accessed by using software at the website where the database is located.
- E. all of the above.

157. Which of the following statements about using the Internet to gather secondary information is FALSE?

- A. Internet searches often identify too many irrelevant sources.
- B. Information on the Internet is readily available and very reliable.
- C. Much of the information stored on the Internet is in database formats.
- D. The key to the Internet is finding what's needed.
- E. Powerful Internet search engines provide lists of links to websites that include words specified by the researcher.

158. Secondary data from federal government sources

- A. is readily available, but there is usually not much information at state and local levels.
- B. focuses mostly on agriculture.
- C. is often very helpful for estimating the size of a market.
- D. is only available from the Commerce Department in Washington.
- E. None of the above is true.

159. A good place for a marketing analyst to START looking for published statistical data is the:

- A. Encyclopedia of Associations.
- B. Congressional Record.
- C. The Wall Street Journal.
- D. Statistical Abstract of the United States.
- E. New York Times research files.

160. The Statistical Abstract of the United States is a useful summary reference of the U.S. market prepared by:

- A. Bureau of Economic Analysis.
- B. Internal Revenue Service.
- C. U.S. Census Bureau.
- D. International Trade Administration.
- E. Small Business Administration.

161. Which of the following is likely to be part of a situation analysis?

- A. A marketing analyst looks up data in Advertising Age magazine about expenditures in the firm's market.
- B. A marketing researcher asks a trade association for one of its reports.
- C. A marketing manager searches the subject directory of the Librarians Index to the Internet.
- D. All of the above.
- E. None of the above.

162. Secondary data:

- A. may not be specific enough to answer the question under consideration.
- B. should be considered before primary data is collected.
- C. is often all that is needed to solve a problem.
- D. is available both internally and outside the firm.
- E. all of the above.

163. A situation analysis

- A. can never eliminate the need for further research.
- B. is used primarily in the problem solving step.
- C. is expensive compared with more formal research efforts.
- D. can be very informative, but takes little time.
- E. must be quantitative to be useful.

164. Which of the following statements about secondary data is correct?

- A. Secondary data is obtained only from sources outside of the firm.
- B. Secondary data may be available much faster than primary data.
- C. Results of "old" surveys are not secondary data.
- D. Secondary data is usually more expensive to obtain than primary data.
- E. All of the above are true.

165. Which of the following is most consistent with the marketing research process discussed in the text?

- A. "We know that time is always short, so as soon as we define the problem we get on with our data collection."
- B. "We pay a lot for marketing research experts, so our managers don't waste time trying to figure out how projects should be conducted."
- C. "We always use mail surveys, so that we won't have to worry about nonresponse problems."
- D. "Secondary data is often all we need to solve our problems."
- E. None of the above is a good answer.

166. Which of the following statements about doing a situation analysis is correct?

- A. There is very little government data on business and commercial markets.
- B. Doing a good situation analysis is usually much less expensive than collecting primary data.
- C. There is little value to having a marketing researcher involved because a good marketing manager is able to do what is required.
- D. All of the above are true.
- E. None of the above is true.

167. A fast-food chain is redesigning its restaurants. One of the main questions facing the chain's management is, "Should the new restaurant design include a salad bar?" A researcher in the company finds an article in a restaurant trade magazine containing the results of a study about salad bars. The results indicate that salad bars are costly to maintain and are not a major attraction to consumers. Based on this information, management decides that it will not have a salad bar as part of the new restaurant design. This example illustrates the point that:

- A. Situation analysis sometimes eliminates the need for conducting further research in a problem area.
- B. Situation analysis is very costly in terms of time and money.
- C. Secondary data from sources outside the company is always better than secondary data from sources inside the company.
- D. Secondary data from private sources is always better than secondary data from government sources.
- E. Collecting primary data is always necessary in order to make good decisions.

168. Which of the following is probably NOT a part of a situation analysis?

- A. a marketing manager asks a radio station for a copy of an audience study.
- B. a marketing analyst determines from a Census publication how many manufacturers are in the Portland area.
- C. a marketing analyst looks in the Index of Business Periodicals for articles about a large retail chain.
- D. a computer company asks ten lawyers to participate in a focus group on how they use computers.
- E. All of the above seem to be part of a situation analysis.

169. A research proposal

- A. develops and analyzes new information about a market.
- B. specifies what information will be obtained and how.
- C. is an informal study of what information is already available in the problem area.
- D. seeks in-depth, open-ended responses, not yes or no answers.
- E. is typically in a database format that standard website search engines can find.

170. The research proposal may include information about all of the following except

- A. what the costs will be.
- B. who will analyze the data.
- C. what data will be collected.
- D. how long the process will take.
- E. what the possible solutions are.

171. Which of the following is NOT likely to be included in a research proposal?

- A. how long the research will take.
- B. preliminary recommendations on how to solve the problem.
- C. information about what the research will cost.
- D. a description of what data will be collected.
- E. a description of how data will be collected.

172. A research proposal

- A. should be written by the marketing manager--not the researcher--since the manager knows what needs to be done.
- B. usually can't provide much information about how data will be collected, since it is hard to tell until the research is started.
- C. might lead a marketing manager to decide that the proposed research will cost more than it is worth.
- D. is a plan developed during the problem definition stage of research.
- E. All of the above are true.

173. ____ is an example of a primary data source.

- A. Cost data
- B. A marketing information system
- C. Company files
- D. Observation
- E. Library

174. Which of the following would be a source of primary data?

- A. U.S. Census Bureau reports.
- B. Company records on sales, costs, and advertising.
- C. Market tests.
- D. All of the above.
- E. B and C only.

175. Which of the following would NOT be a source of primary data?

- A. The Wall Street Journal
- B. Market tests
- C. Focus groups
- D. Observation studies
- E. Surveys

176. The two basic methods for obtaining primary information about customers are

- A. defining and analyzing.
- B. questioning and observing.
- C. intranet and data from private research organizations.
- D. marketing information systems and cost data.
- E. Internet search and library search.

177. To get problem-specific data, a marketing researcher would use:

- A. the experimental method.
- B. a questioning method.
- C. an observing method.
- D. Any or all of the above.
- E. Either A or B--but not C.

178. Qualitative research, compared to quantitative research:

- A. Asks closed-ended questions.
- B. Asks yes or no type questions.
- C. Provides more representative samples of consumers.
- D. Relies on open-ended questioning.
- E. Uses statistics to analyze data.

179. "Qualitative research" involves:

- A. talks with the firm's own managers.
- B. questioning to obtain in-depth open-ended responses.
- C. "yes-no" questionnaires.
- D. studying secondary data.
- E. None of the above.

180. The big advantage of qualitative research in marketing is:

- A. ease of interpretation.
- B. it provides a good basis for statistical analysis.
- C. the in-depth responses it provides.
- D. the analysis can be handled on a personal computer.
- E. None of the above.

181. _____ are the most widely used form of qualitative questioning in marketing research.

- A. Focus group interviews
- B. Situation analyses
- C. Telephone surveys
- D. Direct observations of customers
- E. Experimental research studies

182. An interview with 6 to 10 people in an informal group setting is called a(an):

- A. secondary interview.
- B. focus group interview.
- C. observation interview.
- D. quantitative research interview.
- E. informal investigation.

183. Focus groups

- A. stimulate discussion among participants.
- B. involve interviewing people in a formal setting.
- C. use close-ended, yes or no questions.
- D. are the same as opinion leaders.
- E. are the same as reference groups.

184. With focus group interviews,

- A. consumers talk as a group for about 10 minutes, and then meet individually with an interviewer.
- B. it is typical for the researcher to develop quantitative summaries of the results.
- C. marketing managers can estimate the size of the market for a new product.
- D. the objective is to get the group to interact, so that many ideas are generated.
- E. researchers try to select a large sample so they can extend the results to the whole population.

185. Focus groups:

- A. Are usually composed of 10-15 people as participants.
- B. Yield results that are largely dependent on the viewpoint of the researcher.
- C. Always do a good job of representing the broader target market.
- D. Are expensive compared to other marketing research methods.
- E. Are conducted in a formal group setting.

186. When focus group interviews are used in marketing,

- A. each person in the group answers the same questionnaire, to focus the discussion.
- B. the typical group size is 15 to 20 typical consumers whether online or off-line.
- C. it is primarily as a follow-up to more quantitative research.
- D. the research conclusions will vary depending on who watches the interview whether online or off-line.
- E. the consumer in the group who knows the most about the topic is asked to lead the discussion.

187. One of the major disadvantages of the focus group interview approach is that

- A. ideas generated by the group can't be tested later with other research.
- B. it is difficult to measure the results objectively.
- C. it is difficult to get in-depth information about the research topic.
- D. there is no interviewer, so the research questions may not be answered.
- E. once the interview is over there is no way for a marketing manager who was not there to evaluate what went on.

188. A consumer products manufacturer wants consumer reaction to its existing products. Interaction is considered important to stimulate thinking. The firm should use:

- A. the observation method.
- B. focus group interviews.
- C. the GSR (galvanic skin response) method.
- D. quantitative interviews.
- E. telephone interviews.

189. Marketing research which seeks structured responses that can be summarized is called:

- A. focus group research.
- B. quantitative research.
- C. qualitative research.
- D. situation analysis research.
- E. open-ended research.

190. Which of the following is a disadvantage of quantitative research (compared to qualitative research)?

- A. It is harder to get in-depth answers.
- B. The conclusions are likely to vary more from analyst to analyst.
- C. The results are harder to summarize.
- D. It is not as fast for respondents.
- E. None of the above is true.

191. Wizard Toy Company's marketing researcher conducted a survey to find out the percentage of customers who, after receiving a promotional mailing about a new toy, actually went out and purchased the product. This is an example of

- A. a response rate.
- B. cross-tabulation.
- C. personal interviews.
- D. quantitative research.
- E. an experimental method.

192. Quantitative research:

- A. Involves structured responses that can be summarized.
- B. Is not a good method for measuring consumer attitudes and opinions.
- C. Mainly uses small samples of respondents.
- D. Is only possible by using a mail survey.
- E. Relies on open-ended responses to survey questions instead of multiple-choice responses.

193. Quantitative marketing research

- A. usually makes it easier and faster for respondents to answer the questions (compared to qualitative research).
- B. can use a large, representative sample.
- C. data can be collected by mail, e-mail, online, telephone, or personal interviews.
- D. makes it easier for the research analyst to summarize answers.
- E. All of the above are true.

194. Mail surveys:

- A. may be more successful than personal interviews for getting personal information.
- B. are often limited by low response rates.
- C. are popular because they can be a convenient and economical approach.
- D. All of the above are true.
- E. None of the above is true.

195. A marketing researcher wants to get sensitive information about family spending patterns as part of a survey. He is most likely to get the needed information

- A. with a mail, e-mail, or online survey.
- B. with a focus group.
- C. with personal interviews.
- D. with telephone interviews.
- E. Any of the above is about equally effective for getting sensitive information.

196. Which of the following is NOT an advantage of mail surveys as a method of quantitative research?

- A. Ability to do extensive questioning.
- B. Ability of the respondent to complete the survey at his/her convenience.
- C. Greater willingness of the respondent to provide personal information.
- D. High response rates.
- E. Low cost relative to personal interview surveys.

197. A marketing researcher wants to do a survey to probe in-depth consumer attitudes about their experiences with the company's products. He is LEAST likely to get what he wants if he uses:

- A. personal interviews.
- B. online focus groups.
- C. telephone interviews.
- D. a mail survey.
- E. None of the above is very useful for getting in-depth information about consumer attitudes.

198. A firm intends to use an online survey questionnaire in a marketing research project. Compared to a mail survey:

- A. feedback will likely be faster online.
- B. the response rate will likely be lower online.
- C. respondents will likely be younger and better educated online.
- D. costs will likely be less online.
- E. all of the above.

199. The percent of people contacted in a survey who complete a questionnaire is the:

- A. qualitative rate.
- B. sample rate.
- C. population rate.
- D. response rate.
- E. none of the above.

200. The percent of people contacted who complete a survey questionnaire is the:

- A. response rate.
- B. sample base unit (SBU) rate.
- C. population rate.
- D. sample rate.
- E. hit rate.

201. Which of the following is NOT an advantage of telephone surveys?

- A. They are effective for getting answers to simple questions.
- B. They usually can be conducted quite quickly.
- C. They are especially good for getting confidential and personal information.
- D. Response rates are high.
- E. All of the above are advantage of telephone surveys.

202. Which method of quantitative research would probably produce the best results when the questions are simple and require only quick "yes" or "no" answers?
- A. telephone interviews.
 - B. focus group interviews.
 - C. mail questionnaires.
 - D. personal interviews.
 - E. observation.
203. Which of the following is usually the most expensive way to collect data from consumers?
- A. Telephone surveys
 - B. E-mail surveys
 - C. Online surveys
 - D. Mail surveys
 - E. Personal interviews
204. A marketing researcher wants to do in-depth research on business customers' experiences with the company's products. She is MOST likely to get what she wants if she uses
- A. an e-mail survey.
 - B. the focus group approach.
 - C. the observation approach.
 - D. personal interviews.
 - E. None of the above is very useful for getting in-depth information about business customers' attitudes.
205. Business market researchers commonly use _____ because of their flexibility.
- A. mail questionnaires
 - B. focus group interviews
 - C. personal interviews
 - D. telephone interviews
 - E. none of the above
206. Why are personal interviews usually preferred for research with business customers?
- A. They are usually less expensive per interview than mail or telephone surveys.
 - B. The interviewer can explain complicated directions and perhaps get better responses.
 - C. They are more convenient than mail or telephone surveys.
 - D. They are effective for getting quick answers to simple questions.
 - E. None of the above is correct.
207. Which variation of personal interview surveys helps reduce the cost of locating consumer respondents?
- A. Pull interviews
 - B. Mall intercept interviews
 - C. Push interviews
 - D. Perception interviews

208. The observing method in marketing research:

- A. uses personal interviews.
- B. may require customers to change their normal shopping behavior.
- C. is used to gather data without consumers being influenced by the process.
- D. is not suitable for obtaining primary data.
- E. All of the above.

209. What would be the best way for the marketing manager of a supermarket to find out how consumers move through the store?

- A. Have an interviewer go through the store with each customer.
- B. Observe customers with hidden cameras.
- C. Give customers a questionnaire after they have finished shopping.
- D. Install checkout counters at the end of each aisle.
- E. None of the above would be very good.

210. Which of the following is NOT a good example of the observation method of marketing research?

- A. The manager of a supermarket occasionally walks through the store to see what customers are doing.
- B. A drugstore installs optical scanners at its checkout counters.
- C. The owner of a shopping center puts a counting device at the entrance to count how many cars come in.
- D. A store manager studies videotapes of consumers shopping in the store.
- E. All of the above are good examples of observation research.

211. In a grocery store's "valued customer" program, every shopper gets a card that he/she presents to the clerk in the checkout aisle. The card is scanned along with the customer's groceries. The store's computer system tracks each shopper's purchases and automatically provides special valued customer discounts. Every month, the customers in the program receive a newsletter containing coupons that are based on the customer's purchase history. For example, someone purchasing a lot of baby formula and disposable diapers might get a coupon for a free box of baby wipes. This valued customer program is based to a large extent on which of the following types of research?

- A. Questioning.
- B. Experimentation.
- C. Observation.
- D. Online surveys.
- E. Personal interviews.

212. Information is obtained on a continuing basis from the same respondents using a:

- A. contributor group.
- B. consumer panel.
- C. responder group.
- D. consumer experiment.
- E. statistical package.

213. Joy Rinaldo has agreed to participate in marketing research in which she will provide information about her purchases on an ongoing basis. She is probably part of a:
- A. confidence interval.
 - B. statistical package.
 - C. contributor group.
 - D. consumer panel.
 - E. focus group.
214. Whenever John shops for groceries, he gives an ID card to the clerk, who scans the number. Then the scanner records every purchase—including brands, sizes, prices, and any coupons used. John is most probably a
- A. licensed purchaser.
 - B. consumer panel member.
 - C. market researcher.
 - D. focus group leader.
 - E. opinion leader.
215. With regard to getting problem-specific data:
- A. the observation method involves asking consumers direct questions about their observations.
 - B. surveys distributed by e-mail are declining in popularity.
 - C. focus group interviews are usually more representative than a set of personal interviews.
 - D. telephone surveys are limited to short, simple questions—they don't allow the interviewer to learn what a respondent is really thinking.
 - E. None of the above is a true statement.
216. The _____ method is an information gathering method in which the responses of groups which are similar—except on the characteristic being tested—are compared.
- A. focus group
 - B. random
 - C. observing
 - D. experimental
 - E. qualitative questioning
217. When using _____, researchers compare the responses of two or more groups that are similar except on the characteristic being tested.
- A. response rates
 - B. consumer panels
 - C. experimental method
 - D. personal interview surveys
 - E. opinion leader analysis
218. Two similar groups of consumers are shown different magazines which include the same ad. Then each consumer is asked questions about the advertised product. This seems to be a description of
- A. the experimental method.
 - B. a set of focus group interviews.
 - C. a consumer panel research project.
 - D. a set of personal interviews.
 - E. None of the above.

219. A marketing manager wants to know if a "2 for 1" coupon will attract new customers. He will get the most persuasive results if he uses
- A. a focus group to ask consumers if they like the idea.
 - B. an experimental method in which only some consumers get the coupon and the purchases of the two groups (with and without coupons) are compared.
 - C. personal interviewers to ask consumers how they will react.
 - D. a mail survey to ask consumers if they use coupons and why.
 - E. none of the above would allow the manager to determine if the coupon will help get new customers.
220. The Cereal Bar, a fast-food restaurant that sells breakfast cereal, wanted to see if a different price for its Wild O's breakfast special would affect demand. So the marketing manager used _____ when she tested two different prices at two different stores and compared sales.
- A. idea testing
 - B. segmentation research
 - C. experimental method
 - D. test-marketing
 - E. focus groups
221. Test marketing is an example of a(n):
- A. Mail survey.
 - B. Focus group.
 - C. Situation analysis.
 - D. Telephone survey.
 - E. Experiment.
222. Marketing research experiments
- A. may be difficult to set up in real world situations.
 - B. may involve a combination of observing and questioning.
 - C. may be disrupted by competitors' promotion or pricing efforts.
 - D. All of the above.
 - E. None of the above.
223. About _____ percent of marketing research spending is for syndicated research.
- A. 10
 - B. 25
 - C. 40
 - D. 60
 - E. 75
224. _____ research accounts for about 40 percent of marketing research spending.
- A. Experimental method
 - B. Observation method
 - C. Syndicated
 - D. Cross-tabulation
 - E. Online survey

225. Which of the following statements about the cost and value of information is False?

- A. Dependable information can be expensive.
- B. Managers never get all the information they would like to have.
- C. Money may be wasted if a manager ignores the facts revealed in a marketing research study and bases his/her decisions on guesswork.
- D. The cost of gathering additional information is always justified by its value.
- E. All of the above statements are false.

226. Which of the following statements about marketing research is FALSE?

- A. A low response rate may affect the accuracy of results.
- B. Managers never get all the information they would like to have.
- C. Getting more or better information is not always worth the cost.
- D. Because of the risks involved, marketing managers should never base their decision on incomplete information.
- E. A marketing manager should evaluate beforehand whether research findings will be relevant.

227. Statistical packages are:

- A. easy-to-use computer programs that analyze data.
- B. syndicated research services that do quantitative research.
- C. procedures used to be sure that a sample is representative.
- D. product packages that make it possible to collect data at checkout counters.
- E. None of the above.

228. This frequently used approach for analyzing and interpreting marketing research data shows the relationship of answers to two different questions.

- A. Observation
- B. Focus group interviews
- C. Online response rates analysis
- D. Experimental approach
- E. Cross-tabulation

229. The total group a survey researcher is interested in is called the:

- A. population.
- B. sample.
- C. study group.
- D. representative group.
- E. None of the above.

230. The part of the relevant population that is surveyed by a researcher is called the:

- A. representative group.
- B. focal group.
- C. target population.
- D. sample.
- E. research group.

231. The response rate to a survey affects

- A. who is in the population for a marketing research study.
- B. whether a statistical package can be used to analyze the data.
- C. how representative the sample is.
- D. All of the above are good answers.
- E. None of the above is a good answer.

232. At the step when data are interpreted, a marketing manager should:

- A. leave it to the technical specialists to draw the correct conclusions.
- B. realize that statistical summaries from a sample may not be precise for the whole population.
- C. know that quantitative survey responses are valid, but qualitative research may not be valid.
- D. be satisfied with the sample used as long as it is large.
- E. All of the above are correct.

233. Regarding an estimate from a survey, the range on either side of the survey result that is likely to contain the "true" value of the relevant population is called:

- A. sample range.
- B. accuracy range.
- C. confidence interval.
- D. validity interval.
- E. population estimate.

234. By computing confidence intervals a researcher can:

- A. have just as much confidence in an estimate from a small sample.
- B. offset some of the problems of having a nonrepresentative sample.
- C. estimate how precise her research results are likely to be.
- D. All of the above are true.
- E. None of the above is true.

235. _____ is concerned with whether the research data measures what it is intended to.

- A. Cross-tabulation
- B. Validity
- C. Regularity
- D. Dependability
- E. Confidence

236. _____ concerns the extent to which data measures what it is intended to measure.

- A. Conformance
- B. Reliability
- C. Depth
- D. Validity
- E. Penetration

237. Which of the following is an ethical problem in marketing research?

- A. A researcher does not disclose problems that occurred during consumer interviews.
- B. A company calls consumers under the guise of doing research when the phone calls are really sales pitches for the company's products.
- C. A manager informs a researcher that the only acceptable results are ones that confirm the manager's existing viewpoints.
- D. A researcher deliberately withholds details about how a research study was conducted.
- E. All of the above.

238. Which of the following statements is True regarding the last step in the marketing research process—solving the problem?

- A. In this step, managers use the research results to make decisions.
- B. Research needs to have action implications to have value.
- C. Managers should be able to apply the research findings to marketing strategy planning.
- D. Research that does not provide information that is useful for decision-making is a waste of time and money.
- E. All of the above.

239. Regarding international marketing research:

- A. If a firm is well established internationally, there is nothing to be gained from working with local market research firms in the countries of interest.
- B. It is impossible to coordinate similar marketing research efforts under way in several countries due to language and cultural differences.
- C. Accurate data (both primary and secondary data) may be hard to find in international markets.
- D. It is impossible to standardize the elements of an international marketing information system.
- E. None of the above.

ch7 Key

1. The function of marketing research is to develop and analyze new information to help marketing managers make better decisions.
(p. 166)

TRUE

AACSB: 11 Analysis for decisions
Chapter: 7
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 07 #1
Question Type: Definition
Self-Test: No

2. One of the important jobs of marketing researchers is to provide marketing managers with information that is changing.
(p. 166)

TRUE

AACSB: 11 Analysis for decisions
Chapter: 7
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 07 #2
Question Type: Definition
Self-Test: No

3. Marketing research projects are conducted one-at-a-time, instead of routinely.
(p. 166)

TRUE

AACSB: 11 Analysis for decisions
Chapter: 7
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 07 #3
Question Type: Definition
Self-Test: No

4. Marketing research focuses on changing information needs while an MIS focuses on recurring information needs.
(p. 166)

TRUE

AACSB: 11 Analysis for decisions
Chapter: 7
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 07 #4
Question Type: Integrating
Self-Test: No

5. A marketing information system (MIS) is an organized way of continually gathering, accessing, and analyzing information that marketing managers need to make ongoing decisions.
(p. 166)

TRUE

AACSB: 11 Analysis for decisions
Chapter: 7
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 07 #5
Question Type: Definition
Self-Test: No

6. A marketing information system (MIS) is a large computer which allows consumers to determine the prices of food products at grocery stores in any geographic area.
(p. 166)

FALSE

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 07 #6
Question Type: Definition
Self-Test: No

7. An intranet is useful for numeric data but not for text documents.
(p. 168)

FALSE

AACSB: 4 Use of IT
Chapter: 7
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 07 #7
Question Type: Definition
Self-Test: No

8. An intranet is a system for linking computers within a company.
(p. 168)

TRUE

AACSB: 4 Use of IT
Chapter: 7
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 07 #8
Question Type: Definition
Self-Test: No

9. An intranet works like the Internet but access is limited to a company's employees.
(p. 168)

TRUE

AACSB: 4 Use of IT
Chapter: 7
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 07 #9
Question Type: Definition
Self-Test: No

10. Access to information on an intranet is usually limited to a firm's own employees.
(p. 168)

TRUE

AACSB: 4 Use of IT
Chapter: 7
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 07 #10
Question Type: Definition
Self-Test: No

11. Only large firms have their own intranets.
(p. 168)

FALSE

AACSB: 4 Use of IT
Chapter: 7
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 07 #11
Question Type: Definition
Self-Test: No

12. It is the job of the MIS specialist to ask for the right information in the right form.
(p. 169)

FALSE

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Medium
LearnObj: 1
Perreault - Chapter 07 #12
Question Type: Comprehension
Self-Test: No

13. It is the job of the marketing manager to ask for the right information in the right form.
(p. 169)

TRUE

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 07 #13
Question Type: Comprehension
Self-Test: No

14. A decision support system (DSS) is a computer program that makes it easy for a marketing manager to get and use information as he or she is making decisions.
(p. 169)

TRUE

AACSB: 4 Use of IT
Chapter: 7
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 07 #14
Question Type: Definition
Self-Test: No

15. A search engine may make it easier for a marketing manager to get information from the Internet, but it would not be useful on an intranet.
(p. 169)

FALSE

AACSB: 4 Use of IT
Chapter: 7
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 07 #15
Question Type: Definition
Self-Test: No

16. A search engine is a computer program that helps find information.
(p. 169)

TRUE

AACSB: 4 Use of IT
Chapter: 7
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 07 #16
Question Type: Definition
Self-Test: No

17. Search engines use words or phrases to guide the search for information.
(p. 169)

TRUE

AACSB: 4 Use of IT
Chapter: 7
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 07 #17
Question Type: Definition
Self-Test: No

18. A marketing manager who uses a search engine would have little need for a decision support system.
(p. 169)

FALSE

AACSB: 4 Use of IT
Chapter: 7
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 07 #18
Question Type: Definition
Self-Test: No

19. A search engine is typically used to help change raw data into more useful information.
(p. 169)

FALSE

AACSB: 4 Use of IT
Chapter: 7
Difficulty: Medium
LearnObj: 1
Perreault - Chapter 07 #19
Question Type: Comprehension
Self-Test: No

20. A DSS typically helps change raw data into more useful data.
(p. 169)

TRUE

AACSB: 4 Use of IT
Chapter: 7
Difficulty: Medium
LearnObj: 1
Perreault - Chapter 07 #20
Question Type: Comprehension
Self-Test: No

21. A marketing dashboard displays up-to-the minute marketing data in an easy-to-read format.
(p. 169)

TRUE

AACSB: 4 Use of IT
Chapter: 7
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 07 #21
Question Type: Definition
Self-Test: No

22. Decision support systems that include marketing models help managers by showing the relationships among marketing variables.
(p. 169)

TRUE

AACSB: 4 Use of IT
Chapter: 7
Difficulty: Medium
LearnObj: 1
Perreault - Chapter 07 #22
Question Type: Definition
Self-Test: No

23. A marketing manager can use an MIS to conduct sales and perform analyses that show a more detailed breakdown of what's happening.
(p. 170)

TRUE

AACSB: 4 Use of IT
Chapter: 7
Difficulty: Medium
LearnObj: 1
Perreault - Chapter 07 #23
Question Type: Comprehension
Self-Test: No

24. Once marketing managers use a marketing information system (MIS), they are eager for more information.
(p. 170)

TRUE

AACSB: 11 Analysis for decisions
Chapter: 7
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 07 #24
Question Type: Definition
Self-Test: No

25. Use of the scientific method in marketing research helps managers make the best decisions possible.
(p. 171)

TRUE

AACSB: 11 Analysis for decisions
Chapter: 7
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 07 #25
Question Type: Definition
Self-Test: No

26. A marketing researcher using the scientific method develops and tests hypotheses about the relationships between things or about what will happen in the future.
(p. 171)

TRUE

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 07 #26
Question Type: Definition
Self-Test: No

27. Use of the scientific method in marketing research forces researchers to use an inflexible process.
(p. 171)

FALSE

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 07 #27
Question Type: Definition
Self-Test: No

28. Use of the scientific method in marketing research forces researchers to use an orderly process.
(p. 171)

TRUE

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 07 #28
Question Type: Definition
Self-Test: No

29. Hypotheses are educated guesses about the relationships between things or about what will happen in the future.
(p. 171)

TRUE

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 07 #29
Question Type: Definition
Self-Test: No

30. The scientific method is a research process which consists of five stages: observation, developing hypotheses, predicting the future, collecting data, and using statistical methods of analysis.
(p. 171)

FALSE

AACSB: 11 Analysis for decisions
Chapter: 7
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 07 #30
Question Type: Definition
Self-Test: No

31. It isn't necessary for marketing managers to be involved with marketing research specialists, since research requires statistical skills which managers usually don't have.
(p. 172)

FALSE

AACSB: 11 Analysis for decisions
Chapter: 7
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 07 #31
Question Type: Definition
Self-Test: No

32. Marketing managers should be able to explain the kinds of problems they are facing and the kinds of marketing research information that will help them make decisions.
(p. 172)

TRUE

AACSB: 11 Analysis for decisions
Chapter: 7
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 07 #32
Question Type: Definition
Self-Test: No

33. Since marketing managers have to be able to evaluate research results, they should be involved in the design of research projects--even though they may not be research specialists.
(p. 172)

TRUE

AACSB: 11 Analysis for decisions
Chapter: 7
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 07 #33
Question Type: Definition
Self-Test: No

34. Defining the problem is the first step in marketing research--and is usually the easiest job for the researcher.
(p. 172)

FALSE

AACSB: 11 Analysis for decisions
Chapter: 7
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 07 #34
Question Type: Definition
Self-Test: No

35. Defining the problem is always the easiest step in the marketing research process.

(p. 172)

FALSE

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Medium
LearnObj: 2
Perreault - Chapter 07 #35
Question Type: Comprehension
Self-Test: No

36. Defining the problem is often the most difficult step in the marketing research process.

(p. 172)

TRUE

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 07 #36
Question Type: Comprehension
Self-Test: No

37. To avoid wasting time working on the wrong problem, marketing researchers can use a logical strategy planning framework to guide their efforts.

(p. 172)

TRUE

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 07 #37
Question Type: Definition
Self-Test: No

38. Unless the problem is precisely defined, research effort may be wasted on the wrong problem, and may lead to costly mistakes.

(p. 172)

TRUE

AACSB: 11 Analysis for decisions
Chapter: 7
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 07 #38
Question Type: Definition
Self-Test: No

39. A situation analysis is a formal study of what information is already available in the problem area.

(p. 173)

FALSE

AACSB: 11 Analysis for decisions
Chapter: 7
Difficulty: Easy
LearnObj: 3
Perreault - Chapter 07 #39
Question Type: Definition
Self-Test: No

40. During the situation analysis, marketing researchers may talk to informed people within the company, study internal records, search libraries for available information, or browse the Internet with a search engine.

(p. 173)

TRUE

AACSB: 11 Analysis for decisions; 4 Use of IT
Chapter: 7
Difficulty: Easy
LearnObj: 3
Perreault - Chapter 07 #40
Question Type: Definition
Self-Test: No

41. Secondary data is information which is already published or collected.

(p. 173)

TRUE

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 3
Perreault - Chapter 07 #41
Question Type: Definition
Self-Test: No

42. Secondary data involves information that has been collected or published already.

(p. 173)

TRUE

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 3
Perreault - Chapter 07 #42
Question Type: Definition
Self-Test: No

43. During the situation analysis, a marketing researcher will evaluate primary data rather than secondary data.

(p. 173)

FALSE

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 3
Perreault - Chapter 07 #43
Question Type: Definition
Self-Test: No

44. The Internet is an excellent source for primary data, but not secondary data.

(p. 173)

FALSE

AACSB: 4 Use of IT
Chapter: 7
Difficulty: Easy
LearnObj: 3
Perreault - Chapter 07 #44
Question Type: Definition
Self-Test: No

45. Much of the secondary data on the Internet is stored in database formats that standard website search engines cannot find.
(p. 174)

TRUE

AACSB: 4 Use of IT
Chapter: 7
Difficulty: Easy
LearnObj: 3
Perreault - Chapter 07 #45
Question Type: Definition
Self-Test: No

46. Specialized search engines like Blogdex and Google Groups can locate websites that allow marketing managers to listen in or ask questions as customers chat about companies and brands.
(p. 174)

TRUE

AACSB: 7 Responsibilities
Chapter: 7
Difficulty: Easy
LearnObj: 3
Perreault - Chapter 07 #46
Question Type: Definition
Self-Test: No

47. The government, advertising agencies, newspapers, trade associations, and research subscription services are all major sources of primary data.
(p. 174-176)

FALSE

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 3
Perreault - Chapter 07 #47
Question Type: Definition
Self-Test: No

48. The Statistical Abstract of the United States is one of the most useful summaries of secondary data published by the federal government.
(p. 175)

TRUE

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 3
Perreault - Chapter 07 #48
Question Type: Definition
Self-Test: No

49. A good situation analysis is usually inexpensive compared with more formal research efforts, such as a large scale survey.
(p. 176)

TRUE

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 3
Perreault - Chapter 07 #49
Question Type: Definition
Self-Test: No

50. A research proposal involves interviewing 6 to 10 people in an informal group setting.
(p. 176)

FALSE

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 3
Perreault - Chapter 07 #50
Question Type: Definition
Self-Test: No

51. In general, a marketing researcher should get some problem-specific data before planning a formal research project.
(p. 176)

FALSE

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 3
Perreault - Chapter 07 #51
Question Type: Definition
Self-Test: No

52. A formal marketing research project usually involves gathering primary data.
(p. 176)

TRUE

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 3
Perreault - Chapter 07 #52
Question Type: Definition
Self-Test: No

53. Qualitative research seeks in-depth, open-ended responses.
(p. 176)

TRUE

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #53
Question Type: Definition
Self-Test: No

54. Qualitative research seeks clear yes or no answers.
(p. 176)

FALSE

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Medium
LearnObj: 4
Perreault - Chapter 07 #54
Question Type: Comprehension
Self-Test: No

55. Focus group interviews are a form of quantitative research.
(p. 176)

FALSE

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #55
Question Type: Definition
Self-Test: No

56. A focus group interview involves interviewing 6 to 10 people in an informal group setting.
(p. 176)

TRUE

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #56
Question Type: Definition
Self-Test: No

57. Electronic focus groups now participate in sessions via the Internet.
(p. 176-177)

TRUE

AACSB: 4 Use of IT
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #57
Question Type: Definition
Self-Test: No

58. Online focus groups can offset some of the limitations of traditional focus groups because one aggressive member is less likely to dominate the group.
(p. 177)

TRUE

AACSB: 4 Use of IT
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #58
Question Type: Definition
Self-Test: No

59. Online focus group participants usually feel freer to express their honest opinions than do participants in traditional focus groups.
(p. 177)

TRUE

AACSB: 4 Use of IT
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #59
Question Type: Definition
Self-Test: No

60. Focus groups are a way to gather primary data quickly, but at a relatively high cost.
(p. 177)

FALSE

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #60
Question Type: Definition
Self-Test: No

61. Qualitative research seeks structured responses that can be summarized in numbers, like percentages, averages, or other statistics.
(p. 178)

FALSE

AACSB: 11 Analysis for decisions
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #61
Question Type: Definition
Self-Test: No

62. Open-ended questions are less likely to be asked in quantitative research than in qualitative research.
(p. 178)

TRUE

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #62
Question Type: Definition
Self-Test: No

63. A common quantitative research approach is to use survey questionnaires with multiple-choice questions.
(p. 178)

TRUE

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #63
Question Type: Definition
Self-Test: No

64. One reason for the popularity of mail surveys is that the response rates are usually very high.
(p. 178)

FALSE

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #64
Question Type: Definition
Self-Test: No

65. Response rate is the percentage of people contacted who complete a given questionnaire.
(p. 178)

TRUE

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #65
Question Type: Definition
Self-Test: No

66. One weakness of telephone interviews is that they do not allow an interviewer to probe and really learn what the respondent is thinking.
(p. 179)

FALSE

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Medium
LearnObj: 4
Perreault - Chapter 07 #66
Question Type: Comprehension
Self-Test: No

67. Telephone surveys are practical if the information needed is not too personal.
(p. 179)

TRUE

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #67
Question Type: Definition
Self-Test: No

68. Observing--as a method of collecting data--should focus on a well-defined problem.
(p. 180)

TRUE

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #68
Question Type: Definition
Self-Test: No

69. In the observation method, researchers try to see or record what the subject does naturally.
(p. 180)

TRUE

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #69
Question Type: Comprehension
Self-Test: No

70. With the observation method, the researcher skillfully engages the subject in conversation.
(p. 180)

FALSE

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #70
Question Type: Comprehension
Self-Test: No

71. Nielsen's TV audience research and Arbitron's radio audience research illustrate that observing is a common research method in advertising.
(p. 180)

TRUE

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #71
Question Type: Definition
Self-Test: No

72. A consumer panel is a group of consumers who provide information on a continuing basis.
(p. 181)

TRUE

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #72
Question Type: Definition
Self-Test: No

73. Applying the experimental method in marketing research usually means the responses of groups are compared.
(p. 181)

TRUE

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #73
Question Type: Definition
Self-Test: No

74. In the experimental method, researchers compare the responses of two or more groups that are similar even on the characteristic being tested.
(p. 181)

FALSE

AACSB: 11 Analysis for decisions
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #74
Question Type: Definition
Self-Test: No

75. Syndicated research is an economical approach for collecting specific research needed by one firm for a specific problem.
(p. 182)

FALSE

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #75
Question Type: Definition
Self-Test: No

76. Only about 25 percent of marketing research spending is for syndicated research.
(p. 182)

FALSE

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #76
Question Type: Definition
Self-Test: No

77. J.D. Power's surveys of customer satisfaction are a popular example of syndicated research.
(p. 182)

TRUE

AACSB: 6. Reflective thinking
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #77
Question Type: Definition
Self-Test: No

78. Even though marketing managers might like more information, they must balance the high cost of good research against its probable value to management.
(p. 182-183)

TRUE

AACSB: 7 Responsibilities
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #78
Question Type: Definition
Self-Test: No

79. A marketing manager should seek help from research only for problems where the risk of a decision can be greatly reduced at a reasonable cost.
(p. 182-183)

TRUE

AACSB: 11 Analysis for decisions
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #79
Question Type: Definition
Self-Test: No

80. Statistical packages are easy-to-use computer programs that analyze data.
(p. 183)

TRUE

AACSB: 4 Use of IT
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #80
Question Type: Definition
Self-Test: No

81. A statistical package is likely to be used with quantitative research, but not with qualitative research.
(p. 183)

TRUE

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #81
Question Type: Definition
Self-Test: No

82. In a quantitative marketing research study, the total group of people a marketing manager is interested in learning something about is known as the sample.
(p. 184)

FALSE

AACSB: 11 Analysis for decisions
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #82
Question Type: Comprehension
Self-Test: No

83. In marketing research, a population is a part of the relevant sample.
(p. 184)

FALSE

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #83
Question Type: Definition
Self-Test: No

84. The extent to which marketing research data measures what it is intended to measure is known as the confidence level.
(p. 185)

FALSE

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #84
Question Type: Comprehension
Self-Test: No

85. Validity concerns the extent to which data measures what it is intended to measure.
(p. 185)

TRUE

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #85
Question Type: Definition
Self-Test: No

86. All marketing research projects are worthwhile because they gather new information--even if the research doesn't have action implications.
(p. 186)

FALSE

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #86
Question Type: Definition
Self-Test: No

87. When a firm is doing similar research projects in different international markets, it makes sense for the marketing manager to coordinate the efforts so that comparisons across markets are possible.
(p. 187)

TRUE

AACSB: 5. Diversity understanding
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #87
Question Type: Definition
Self-Test: No

88. Procedures that develop and analyze new information to help marketing managers make decisions are called:
(p. 166)

- A. strategy planning.
- B. operational planning.
- C. analytical research.
- D.** marketing research.
- E. statistical techniques.

AACSB: 11 Analysis for decisions
Chapter: 7
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 07 #88
Question Type: Definition
Self-Test: No

89. Procedures that develop and analyze new information to help marketing managers make decisions are called:
(p. 166)

- A. marketing research.
- B. statistical techniques.
- C. operational planning.
- D. strategy planning.
- E. sample building units (SBUs).

AACSB: 11 Analysis for decisions
Chapter: 7
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 07 #89
Question Type: Definition
Self-Test: No

90. _____ refers to the procedures that develop and analyze new information about a market.
(p. 166)

- A. Marketing research
- B. Marketing information system
- C. Frequency monitoring program
- D. Marketing plan
- E. Management information system

AACSB: 11 Analysis for decisions
Chapter: 7
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 07 #90
Question Type: Definition
Self-Test: No

91. _____ utilizes qualitative and quantitative analysis procedures to help marketing managers make more informed decisions.
(p. 166)

- A. Marketing planning.
- B. Marketing processing.
- C. Marketing structure.
- D. Marketing research.
- E. Marketing strategy.

AACSB: 11 Analysis for decisions
Chapter: 7
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 07 #91
Question Type: Comprehension
Self-Test: No

92. Marketing research is concerned with developing and analyzing new information to help marketing managers do a better job of:

(p. 166)

- A. executing marketing strategies.
- B. planning marketing strategies.
- C. making operational decisions.
- D. controlling marketing strategies.
- E.** All of the above.

AACSB: 11 Analysis for decisions
Chapter: 7
Difficulty: Medium
LearnObj: 1
Perreault - Chapter 07 #92
Question Type: Comprehension
Self-Test: No

93. Marketing research:

(p. 166)

- A. should be planned by research specialists who understand research techniques better than marketing managers.
- B.** is needed to keep marketing managers in touch with their markets.
- C. consists mainly of survey design and statistical techniques.
- D. is only needed by producers who have long channels of distribution.
- E. All of the above.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 07 #93
Question Type: Self-Test
Self-Test: Self-Test

94. In small companies,

(p. 166)

- A. there is no need for marketing research.
- B. there should be a marketing research department--or there will be no one to do marketing research.
- C. the emphasis of marketing research should be on customer surveys.
- D.** salespeople often do what marketing research gets done.
- E. there usually isn't enough money for a manager to use a search engine.

AACSB: 10 Org Dynamics
Chapter: 7
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 07 #94
Question Type: LearnAid
Self-Test: Self-Test & Learn Aid

95. Identify the INCORRECT statement about marketing research.

(p. 166-167)

- A. Most small companies have a separate marketing research department.
- B. People in marketing research departments often rely on outside specialists.
- C. Some nonprofit organizations have begun to use marketing research.
- D. Nonprofit organizations usually need the help of outside specialists to do marketing research.
- E. Marketing research may involve use of questionnaires, interviews with customers, experiments, etc.

AACSB: 6. Reflective thinking
Chapter: 7
Difficulty: Medium
LearnObj: 1
Perreault - Chapter 07 #95
Question Type: Comprehension
Self-Test: No

96. When getting information for marketing decisions, the marketing manager:

(p. 166-168)

- A. may use both internal and external sources of information.
- B. may need to make some decisions based on incomplete information.
- C. may need to rely on his or her own instincts to make some decisions.
- D. should have access to ongoing information about business performance.
- E. all of the above.

AACSB: 11 Analysis for decisions
Chapter: 7
Difficulty: Medium
LearnObj: 1
Perreault - Chapter 07 #96
Question Type: Comprehension
Self-Test: No

97. When getting information for marketing decisions, the marketing manager:

(p. 166-168)

- A. can benefit from new developments in computer networks and software.
- B. should have access to ongoing information about business performance.
- C. may need to make some decisions based on incomplete information.
- D. All of the above are true.
- E. None of the above is true.

AACSB: 11 Analysis for decisions
Chapter: 7
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 07 #97
Question Type: Self-Test
Self-Test: Self-Test

98. Marketing research:

(p. 166-167)

- A. provides new information for use in decision-making.
- B. must be a joint effort between the researcher and the manager.
- C. may be handled by outside specialists or by people within the firm.
- D. All of the above are true.
- E. None of the above is true.

AACSB: 11 Analysis for decisions
Chapter: 7
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 07 #98
Question Type: Comprehension
Self-Test: No

99. Marketing research:

(p. 166-167)

- A. should be planned by research specialists who understand research techniques better than marketing managers.
- B. is only needed by producers who use long channels of distribution.
- C. should be planned by marketing managers--who understand the problem--not researchers.
- D. is not needed by business marketers because their needs are different.
- E. can get changing information that is not available in the MIS.**

AACSB: 6. Reflective thinking
Chapter: 7
Difficulty: Medium
LearnObj: 1
Perreault - Chapter 07 #99
Question Type: Comprehension
Self-Test: No

100. A _____ is an organized way of continually gathering and analyzing data to get information to help marketing managers make ongoing decisions.

(p. 166)

- A. marketing information system**
- B. marketing model
- C. marketing research project
- D. marketing research department
- E. marketing logistics system

AACSB: 11 Analysis for decisions
Chapter: 7
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 07 #100
Question Type: Definition
Self-Test: No

101. _____ refers to an organized way of continually gathering, accessing, and analyzing information that marketing managers need to make ongoing decisions.

(p. 166)

- A. Active marketing
- B. Manufacturing information system
- C. Marketing research
- D. Marketing information system**
- E. Target marketing

AACSB: 11 Analysis for decisions
Chapter: 7
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 07 #101
Question Type: Definition
Self-Test: No

102. A complete marketing information system should:

(p. 166-169)

- A. provide a good overall view on many types of problems.
- B. allow marketing managers to get needed information while they are actually making decisions.
- C. provide answers to specific questions.
- D. continually gather data from internal and external sources, and from market research studies.
- E.** All of the above are true.

AACSB: 11 Analysis for decisions
Chapter: 7
Difficulty: Medium
LearnObj: 1
Perreault - Chapter 07 #102
Question Type: Comprehension
Self-Test: No

103. Regarding a marketing information system (MIS):

(p. 167-170)

- A The input of marketing managers is not needed in developing an MIS; marketers should leave everything to information technology specialists.
- B.** Although not every firm has one, MIS use is growing rapidly.
- C. A good MIS will convert information into raw data.
- D. An MIS forces managers to make decisions more slowly, because the MIS provides so much information for consideration.
- E. All of the above.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 07 #103
Question Type: Comprehension
Self-Test: No

104. A complete marketing information system:

(p. 167)

- A. provides a good overall view on many types of problems, but usually cannot provide answers to specific questions.
- B. eliminates the need for "one-shot" marketing research projects.
- C.** is organized to continually gather data from internal and external sources, including market research studies.
- D. is usually too complicated for the marketing manager to use without help from data processing specialists.
- E. All of the above are true.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 07 #104
Question Type: Self-Test
Self-Test: Self-Test

105. Regarding "marketing research" and "marketing information systems":

(p. 166-167)

- A marketing information systems gather and analyze data from sources inside the company, while marketing research handles all external sources.
- B.** marketing information systems make information more available and more accessible.
- C. marketing information systems tend to increase the quantity of information available for decision making, but with some decrease in quality.
- D. most firms have gone "too far" trying to apply modern decision-making techniques.
- E. All of the above are true.

AACSB: 11 Analysis for decisions

Chapter: 7

Difficulty: Medium

LearnObj: 1

Perreault - Chapter 07 #105

Question Type: Comprehension

Self-Test: No

106. Setting up a marketing information system can be valuable to marketing managers because

(p. 167)

- A.** most companies have much useful information, but it often isn't available or accessible when the manager needs it.
- B. most market-oriented companies only need a certain type of information once or twice.
- C. marketing research data is rarely as accurate as data from a marketing information system.
- D. market-oriented managers can always use more data.
- E. a company that can't afford marketing research should at least have a marketing information system.

AACSB: 6. Reflective thinking

Chapter: 7

Difficulty: Medium

LearnObj: 1

Perreault - Chapter 07 #106

Question Type: Comprehension

Self-Test: No

107. Which of the following observations about the use of a marketing information system (MIS) is FALSE?

(p. 167)

- A. Not every firm has a complete MIS.
- B. An MIS tends to focus on recurring information needs.
- C.** An MIS identifies problems that need solving.
- D. It is the job of the MIS specialist to ask for the right information in the right form.
- E. An MIS shouldn't be the only source of information for managers while making decisions.

AACSB: 3 Analytical skills

Chapter: 7

Difficulty: Hard

LearnObj: 1

Perreault - Chapter 07 #107

Question Type: Integrating

Self-Test: No

108. A marketing information system (MIS) includes all of the following except:

(p. 168)

- A. Data warehouses.
- B. Decision support systems.
- C. Internet support systems.**
- D. Marketing models.
- E. Tools to access multimedia data.

AACSB: 11 Analysis for decisions
Chapter: 7
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 07 #108
Question Type: Comprehension
Self-Test: No

109. Managers at Wayzata Communications, an Internet service provider, want access to a continual flow of information about their market -- available whenever they need it. Wayzata managers need a(n)

(p. 167)

- A. marketing information system.**
- B. intranet.
- C. data warehouse.
- D. customer relationship management system.
- E. program for rapid information sources.

AACSB: 4 Use of IT
Chapter: 7
Difficulty: Medium
LearnObj: 1
Perreault - Chapter 07 #109
Question Type: Application
Self-Test: No

110. Regarding "marketing research" and "marketing information systems":

(p. 166-168)

- A marketing information systems gather, access, and analyze data from intracompany sources, while marketing research handles all external sources.
- B. both tend to focus on nonrecurring information needs.
- C. marketing information systems tend to increase the quantity of information available for decision making, but with some decrease in quality.
- D. most firms have gone "too far" trying to apply modern decision-making techniques.
- E. None of the above is true.**

AACSB: 6. Reflective thinking
Chapter: 7
Difficulty: Medium
LearnObj: 1
Perreault - Chapter 07 #110
Question Type: Comprehension
Self-Test: No

111. Which of the following statements about intranets is NOT TRUE?

(p. 168)

- A. Intranets are a system for linking computers within a company.
- B. Information is available on demand.
- C. An intranet is easy to update.
- D. Access to websites on an intranet is unrestricted.**
- E. Even very small firms may have their own intranet.

AACSB: 4 Use of IT

Chapter: 7

Difficulty: Medium

LearnObj: 1

Perreault - Chapter 07 #111

Question Type: Application

Self-Test: No

112. Reshma Ananda, a marketing manager for the Grocery SuperStore retail chain, fired up a computer program that gave her ready access to information about product availability and customer buying that helped her immediately set prices for bananas and cherries. This type of computer program is called _____.

(p. 169)

- A. a decision support system.**
- B. a marketing model.
- C. an internet.
- D. a price setting.
- E. statistical analysis software.

AACSB: 4 Use of IT

Chapter: 7

Difficulty: Medium

LearnObj: 1

Perreault - Chapter 07 #112

Question Type: Comprehension

Self-Test: No

113. Which of the following statements about marketing information systems is true?

(p. 169)

- A Marketing information systems are used to gather, access, and analyze data from intracompany . sources, while marketing research deals with external sources.
- B. Decision support systems allow managers to see how answers to questions might change in different situations.**
- C Computerized marketing information systems tend to increase the quantity of information available . for decision making but not without some corresponding decrease in quality.
- D. The value of decision support systems is limited because the manager can't use them while he is actually making his decisions.
- E. All of the above are true statements.

AACSB: 11 Analysis for decisions

Chapter: 7

Difficulty: Easy

LearnObj: 1

Perreault - Chapter 07 #113

Question Type: LearnAid

Self-Test: Self-Test & Learn Aid

114. A decision support system

(p. 169)

- A. focuses only on numerical data.
- B.** typically helps change raw data into more useful information.
- C. organizes incoming information into a data warehouse.
- D. is a place where databases are stored so that they are available when needed.
- E. is a system for linking computers within a company.

AACSB: 4 Use of IT

Chapter: 7

Difficulty: Medium

LearnObj: 1

Perreault - Chapter 07 #114

Question Type: Definition

Self-Test: No

115. Juan Quito, marketing manager at Branded Food Co., reviewed his _____, the up-to-the minute marketing data on his computer screen. It was organized in an easy-to-read format and customized to his area of responsibility.

(p. 169)

- A. intranet
- B.** marketing dashboard
- C. internal data sources
- D. data warehouse
- E. internal search engine

AACSB: 4 Use of IT

Chapter: 7

Difficulty: Medium

LearnObj: 1

Perreault - Chapter 07 #115

Question Type: Application

Self-Test: No

116. A marketing model is a

(p. 169)

- A. procedure that develops and analyzes new information about a market.
- B. detailed breakdown of a company's sales records.
- C. plan that specifies what information will be obtained and how.
- D.** statement of relationships among marketing variables.
- E. software that organizes incoming information into a data warehouse.

AACSB: 3 Analytical skills

Chapter: 7

Difficulty: Easy

LearnObj: 1

Perreault - Chapter 07 #116

Question Type: Definition

Self-Test: No

117. Regarding marketing research,

(p.
169,173)

- A. when time is short and a decision must be made, it is better not to do a research project that can answer only some of the questions.
- B. a good researcher will understand the marketing problem as well as the technical details of marketing research.**
- C. marketing managers really don't have to know much about how to plan marketing research to use the results effectively.
- D. most large companies don't use outside research specialists.
- E. the marketing manager is usually too involved to be objective, so a research specialist should define the problem.

AACSB: 6. Reflective thinking
Chapter: 7
Difficulty: Medium
LearnObj: 1
Perreault - Chapter 07 #117
Question Type: Comprehension
Self-Test: No

118. Which of the following statements BEST reflects the point of view of the text with respect to marketing research?

(p.
169,173)

- A. "We don't use computers, surveys and the like because marketing's information needs are usually not that precise anyway."
- B. "When we work with outside marketing research specialists, we expect them to take the time to really understand the problem we are trying to solve."**
- C. "As marketing manager, I feel that the marketing researchers should be left alone to do their research--since they often come up with interesting suggestions."
- D. "As marketing research director, I should know the marketing manager's position in advance, so we can prove it is correct if possible."
- E. "Our company is very small, but we should have our own marketing research department anyway--to get the information we need to make good decisions."

AACSB: 6. Reflective thinking
Chapter: 7
Difficulty: Hard
LearnObj: 1
Perreault - Chapter 07 #118
Question Type: Comprehension
Self-Test: No

119. Marketing research:

(p. 171)

- A. usually requires complex statistical techniques, so marketing managers should leave planning of the research to the research specialists.
- B. is likely to be more effective when guided by the strategy planning framework.**
- C. should gather as much information as possible.
- D. begins by analyzing the situation.
- E. All of the above are true.

AACSB: 11 Analysis for decisions
Chapter: 7
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 07 #119
Question Type: Self-Test
Self-Test: Self-Test

120. A decision-making approach that focuses on being objective and orderly in testing ideas before accepting them is the:

(p. 171)

- A. MIS method.
- B. scientific method.**
- C. statistical method.
- D. DSS method.
- E. marketing models method.

AACSB: 11 Analysis for decisions
Chapter: 7
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 07 #120
Question Type: Definition
Self-Test: No

121. The _____ is a decision-making approach focuses on being objective and orderly in testing ideas before accepting them.

(p. 171)

- A. decision support system
- B. situation analysis
- C. idea generation process
- D. marketing information system
- E. scientific method**

AACSB: 11 Analysis for decisions
Chapter: 7
Difficulty: Medium
LearnObj: 2
Perreault - Chapter 07 #121
Question Type: Definition
Self-Test: No

122. The scientific method

(p. 171)

- A. rejects the idea that marketing managers can make "educated guesses" about marketing relationships.
- B. shows that every marketing research project should have five steps.
- C. is an orderly and objective approach to judging how good an idea really is.**
- D. recognizes that statistical analysis provides the only basis for rejecting an hypothesis.
- E. None of the above is true.

AACSB: 11 Analysis for decisions
Chapter: 7
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 07 #122
Question Type: Self-Test
Self-Test: Self-Test

123. The scientific method is important in marketing research because it:

(p. 171)

- A. forces the researcher to follow certain procedures, thereby reducing the need to rely on intuition.
- B. develops hypotheses and then tests them.
- C. specifies a marketing strategy which is almost bound to succeed.
- D. Both A and B are correct.**
- E. All of the above are correct.

AACSB: 11 Analysis for decisions
Chapter: 7
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 07 #123
Question Type: LearnAid
Self-Test: Self-Test & Learn Aid

124. The scientific method in marketing research

(p. 171)

- A. forces an orderly research process.**
- B. is an informal approach to define problems.
- C. is not a valid decision-making approach.
- D. is based on hunches rather than evidence.
- E. makes guesses about what will happen in the future.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Medium
LearnObj: 2
Perreault - Chapter 07 #124
Question Type: Comprehension
Self-Test: No

125. The scientific method

(p. 171)

- A. rejects the idea that marketing managers can make "educated guesses" about marketing relationships.
- B. is an orderly way of presenting your point of view.
- C. assumes that statistical analysis provides the only basis for rejecting an hypothesis.
- D. All of the above are true.
- E. None of the above is true.**

AACSB: 6. Reflective thinking
Chapter: 7
Difficulty: Medium
LearnObj: 2
Perreault - Chapter 07 #125
Question Type: Comprehension
Self-Test: No

126. Educated guesses about the relationships between things or about what will happen in the future are:

(p. 171)

- A. theories.
- B. laws.
- C. "facts."
- D. hypotheses.**
- E. None of the above.

AACSB: 6. Reflective thinking
Chapter: 7
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 07 #126
Question Type: Definition
Self-Test: No

127. Educated guesses about the relationships between things or about what will happen in the future are:
(p. 171)

- A. hypotheses.
- B. laws.
- C. proposals.
- D. theories.
- E. predictions.

AACSB: 6. Reflective thinking
Chapter: 7
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 07 #127
Question Type: Definition
Self-Test: No

128. _____ are educated guesses about the relationships between things or about what will happen in the future.
(p. 171)

- A. Data insights
- B. Observations
- C. Situation analysis
- D. Hypotheses
- E. Marketing models

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 07 #128
Question Type: Definition
Self-Test: No

129. Identify the correct sequence in the marketing research process.
(p. 171)

- A. Analyzing the situation, getting problem-specific data, interpreting the data, defining the problem, solving the problem.
- B. Analyzing the situation, defining the problem, getting problem-specific data, interpreting the data, solving the problem.
- C. Defining the problem, analyzing the situation, getting problem-specific data, interpreting the data, solving the problem.
- D. Getting problem-specific data, interpreting the data, analyzing the situation, defining the problem, solving the problem.
- E. Getting problem-specific data, interpreting the data, defining the problem, solving the problem, analyzing the situation.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 07 #129
Question Type: Comprehension
Self-Test: No

130. Which of the following is the correct sequence of steps in the marketing research process?

(p. 171)

- A. Getting problem-specific data; interpreting data; defining the problem; analyzing the situation; solving the problem.
- B. Analyzing the situation; getting problem-specific data; interpreting data; defining the problem; solving the problem.
- C. Defining the problem; getting problem-specific data; interpreting data; analyzing the situation; solving the problem.
- D. Defining the problem; analyzing the situation; getting problem-specific data; interpreting the data; solving the problem.**
- E. None of the above.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 07 #130
Question Type: Comprehension
Self-Test: No

131. Which of the following is NOT part of the five-step marketing research process discussed in the text?

(p. 171)

- A. Writing the proposal**
- B. Analyzing the situation
- C. Solving the problem
- D. Interpreting the data
- E. Defining the problem

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 07 #131
Question Type: Definition
Self-Test: No

132. Which of the following is NOT part of the five-step marketing research process discussed in the text?

(p. 171)

- A. Interpreting the data.
- B. Developing the marketing information system (MIS).**
- C. Analyzing the situation.
- D. Defining the problem.
- E. Solving the problem.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 07 #132
Question Type: Definition
Self-Test: No

133. Which of the following is most consistent with the scientific method approach to marketing research discussed in the text?
(p. 171)

- A. "We continually survey our customers because the results give us good ideas for hypotheses."
- B. "Once we interpret the data, we can define our problem."
- C. "Our research is as precise as possible--because we want to be 100 percent accurate."
- D.** "Sometimes the answers from the early stages of the research process are good enough so we stop the research and make our decisions."
- E. None of the above is true.

AACSB: 11 Analysis for decisions
Chapter: 7
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 07 #133
Question Type: Self-Test
Self-Test: Self-Test

134. What is the first step in the marketing research process?
(p. 172)

- A. Analyzing the situation
- B. Interpreting the data
- C.** Defining the problem
- D. Getting problem-specific data
- E. Solving the problem

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 07 #134
Question Type: Comprehension
Self-Test: No

135. The most difficult step of the marketing research process is:
(p. 172)

- A. analyzing the situation.
- B. collecting data.
- C. observation.
- D.** defining the problem.
- E. interpreting the data.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 07 #135
Question Type: LearnAid
Self-Test: Self-Test & Learn Aid

136. Often the most difficult step in the marketing research process is:

(p. 172)

- A. analyzing the situation.
- B. defining the problem.**
- C. getting problem-specific data.
- D. interpreting the data.
- E. All of the above.

AACSB: 3 Analytical skills

Chapter: 7

Difficulty: Easy

LearnObj: 2

Perreault - Chapter 07 #136

Question Type: Self-Test

Self-Test: Self-Test

137. Which of the following statements about the marketing research process is NOT TRUE?

(p. 172)

- A. Defining the problem is important because this decision will remain unchanged throughout the process.**
- B. The situation analysis step helps educate a researcher.
- C. Researchers and marketing managers need to work together.
- D. The situation analysis includes looking at secondary data.
- E. Marketing managers often have to explain problems to researchers.

AACSB: 3 Analytical skills

Chapter: 7

Difficulty: Medium

LearnObj: 2

Perreault - Chapter 07 #137

Question Type: Comprehension

Self-Test: No

138. The first thing a marketing manager should do if one of his firm's products drops in sales volume is:

(p. 172)

- A. conduct a survey to see what is wrong.
- B. define the problem.**
- C. set research priorities.
- D. do a situation analysis.
- E. interview representative customers.

AACSB: 3 Analytical skills

Chapter: 7

Difficulty: Easy

LearnObj: 2

Perreault - Chapter 07 #138

Question Type: Self-Test

Self-Test: Self-Test

139. Regarding the marketing research process, defining the problem

(p. 172-173)

- A. is often confused with identifying the symptoms of the problem.
- B. can be guided by the marketing strategy planning framework.
- C. precisely may have to wait until after a situation analysis has been completed.
- D. All of the above are true.**
- E. None of the above is true.

AACSB: 6. Reflective thinking

Chapter: 7

Difficulty: Easy

LearnObj: 2

Perreault - Chapter 07 #139

Question Type: Comprehension

Self-Test: No

140. Regarding the marketing research process, defining the problem

(p. 173)

- A. means identifying the symptoms.
- B. usually requires that problem specific data be collected and interpreted.
- C.** may have to wait until after a situation analysis has been completed.
- D. All of the above are true.
- E. None of the above is true.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Medium
LearnObj: 2
Perreault - Chapter 07 #140
Question Type: Comprehension
Self-Test: No

141. _____ is an informal study of what information is already available in the problem area.

(p. 173)

- A. Qualitative research
- B.** Situation analysis
- C. A focus group interview
- D. Quantitative research
- E. A marketing model

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Medium
LearnObj: 3
Perreault - Chapter 07 #141
Question Type: Definition
Self-Test: No

142. A situation analysis

(p. 173)

- A. usually involves formal talks with informed people.
- B.** can help define the problem.
- C. should never involve a firm's customers.
- D. is a step that can often be skipped.
- E. provides a controlled test of an hypothesis.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Medium
LearnObj: 3
Perreault - Chapter 07 #142
Question Type: Comprehension
Self-Test: No

143. During a "situation analysis," a marketing researcher should:

(p. 173)

- A. collect primary data.
- B. talk with competitors facing similar problems.
- C. begin to talk informally to as many customers as possible.
- D.** study what information is already available.
- E. All of the above.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Medium
LearnObj: 3
Perreault - Chapter 07 #143
Question Type: Definition
Self-Test: No

144. Which of the following statements about doing a situation analysis is correct?

(p. 173)

- A. Libraries have good data on specific topics, but it is expensive to find.
- B.** It doesn't make sense to start a situation analysis until the problem has begun to surface.
- C. Much good data is available from the government, but most of it is expensive.
- D. A good situation analysis is usually more expensive than collecting primary data.
- E. None of the above is true.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Medium
LearnObj: 3
Perreault - Chapter 07 #144
Question Type: Comprehension
Self-Test: No

145. Which of the following statements about a situation analysis is False?

(p. 173)

- A.** A situation analysis is mainly a study of new information that is not already available.
- B. A situation analysis may involve informal discussions with knowledgeable people.
- C. A situation analysis may help educate a researcher who is dealing with an unfamiliar subject.
- D. A situation analysis should include finding relevant secondary data.
- E. None of the above statements is false.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 3
Perreault - Chapter 07 #145
Question Type: Comprehension
Self-Test: No

146. A company that sells equipment through independent wholesalers wants to find out why sales are down in one region. An analyst is asked to interview the wholesaler in that region. This seems to be

(p. 173)

- A.** part of a situation analysis.
- B. the beginning of a focus group interview.
- C. gathering information that will be analyzed by a statistical package.
- D. bad practice, since the problem has not been defined yet.
- E. None of the above is true.

AACSB: 6. Reflective thinking
Chapter: 7
Difficulty: Medium
LearnObj: 3
Perreault - Chapter 07 #146
Question Type: Application
Self-Test: No

147. A marketing manager wants to know why her sales are down. She talks with several sales reps and finds that a competitor has introduced a successful new product. This "research" seems to be part of

(p. 173)

- A. the situation analysis.
- B. the problem solution stage.
- C. obtaining problem-specific data.
- D. the data interpretation stage.
- E. the problem definition stage of the research process.

AACSB: 6. Reflective thinking
Chapter: 7
Difficulty: Medium
LearnObj: 3
Perreault - Chapter 07 #147
Question Type: Application
Self-Test: No

148. A small manufacturing firm has just experienced a rapid drop in sales. The marketing manager thinks that he knows what the problem is and has been carefully analyzing secondary data to check his thinking. His next step should be to:

(p. 173)

- A. conduct an experiment.
- B. develop a formal research project to gather primary data.
- C. conduct informal discussion with outsiders, including intermediaries, to see if he has correctly defined the problem.
- D. develop a hypothesis and predict the future behavior of sales.
- E. initiate corrective action before sales drop any further.

AACSB: 6. Reflective thinking
Chapter: 7
Difficulty: Easy
LearnObj: 3
Perreault - Chapter 07 #148
Question Type: LearnAid
Self-Test: Self-Test & Learn Aid

149. Data that has already been collected or published is:

(p. 173)

- A. useful data.
- B. secondary data.
- C. primary data.
- D. free data.
- E. rarely--if ever--useful for marketing decision making.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Medium
LearnObj: 3
Perreault - Chapter 07 #149
Question Type: Definition
Self-Test: No

150. Data that has been collected or published already is:

(p. 173)

- A. primary data.
- B. free.
- C. franchised data.
- D.** secondary data.
- E. none of the above.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 3
Perreault - Chapter 07 #150
Question Type: Definition
Self-Test: No

151. Secondary data is often available--at little or no cost--from:

(p. 173)

- A. both private and government sources.
- B. the Internet.
- C. trade associations.
- D. company files.
- E.** All of the above.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 3
Perreault - Chapter 07 #151
Question Type: Definition
Self-Test: No

152. The marketing manager at Massimino & McCarthy, a chain of retail stores that sells men's clothing, is reviewing marketing research data to try to determine if changes in marketing strategy are needed. Which of the following sources of data would be a secondary data source?

(p. 173)

- A.** Looking through the company's marketing information system to see past sales trends.
- B. Reviewing videotapes of a recent focus group.
- C. Making phone calls to some of the best customers to learn their interest in a new line of clothing.
- D. Spending time in stores observing customers' behavior.
- E. Looking through the results of an online customer satisfaction survey.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Hard
LearnObj: 3
Perreault - Chapter 07 #152
Question Type: Application
Self-Test: No

153. Which of the following statements concerning secondary data is correct?

(p. 173)

- A. Secondary data usually takes longer to obtain than primary data.
- B. Secondary data is only available within the firm.
- C.** Secondary data was originally collected for some other purpose.
- D. All of the above are correct.
- E. None of the above are correct.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Medium
LearnObj: 3
Perreault - Chapter 07 #153
Question Type: Comprehension
Self-Test: No

154. Secondary data

(p. 173)

- A. may provide some background, but never provides the answer.
- B.** is information that has been collected already.
- C. is rarely available and is expensive.
- D. is specifically collected to solve a current problem.
- E. can be in the form of online surveys or observations.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Medium
LearnObj: 3
Perreault - Chapter 07 #154
Question Type: Comprehension
Self-Test: No

155. Popular Internet search engines for locating secondary data include:

(p. 173)

- A. Google
- B. Ask
- C. Yahoo
- D.** All of the above are likely to be useful.
- E. None of the above is likely to be useful.

AACSB: 4 Use of IT
Chapter: 7
Difficulty: Medium
LearnObj: 3
Perreault - Chapter 07 #155
Question Type: Application
Self-Test: No

156. Marketing managers can search the Internet for secondary data by using:

(p. 173-174)

- A. a popular Internet subject directory like Yahoo.
- B. a library Internet subject directory like INFOMINE.
- C. a powerful Internet search engine like Google.
- D. a relevant database that is accessed by using software at the website where the database is located.
- E.** all of the above.

AACSB: 4 Use of IT
Chapter: 7
Difficulty: Easy
LearnObj: 3
Perreault - Chapter 07 #156
Question Type: Application
Self-Test: No

157. Which of the following statements about using the Internet to gather secondary information is FALSE?

(p. 173-174)

- A. Internet searches often identify too many irrelevant sources.
- B.** Information on the Internet is readily available and very reliable.
- C. Much of the information stored on the Internet is in database formats.
- D. The key to the Internet is finding what's needed.
- E. Powerful Internet search engines provide lists of links to websites that include words specified by the researcher.

AACSB: 4 Use of IT

Chapter: 7

Difficulty: Medium

LearnObj: 3

Perreault - Chapter 07 #157

Question Type: Application

Self-Test: No

158. Secondary data from federal government sources

(p. 175)

- A. is readily available, but there is usually not much information at state and local levels.
- B. focuses mostly on agriculture.
- C.** is often very helpful for estimating the size of a market.
- D. is only available from the Commerce Department in Washington.
- E. None of the above is true.

AACSB: 3 Analytical skills

Chapter: 7

Difficulty: Easy

LearnObj: 3

Perreault - Chapter 07 #158

Question Type: Comprehension

Self-Test: No

159. A good place for a marketing analyst to START looking for published statistical data is the:

(p. 175)

- A. Encyclopedia of Associations.
- B. Congressional Record.
- C. The Wall Street Journal.
- D.** Statistical Abstract of the United States.
- E. New York Times research files.

AACSB: 3 Analytical skills

Chapter: 7

Difficulty: Medium

LearnObj: 3

Perreault - Chapter 07 #159

Question Type: Comprehension

Self-Test: No

160. The Statistical Abstract of the United States is a useful summary reference of the U.S. market prepared by:
(p. 175)

- A. Bureau of Economic Analysis.
- B. Internal Revenue Service.
- C. U.S. Census Bureau.**
- D. International Trade Administration.
- E. Small Business Administration.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 3
Perreault - Chapter 07 #160
Question Type: Comprehension
Self-Test: No

161. Which of the following is likely to be part of a situation analysis?
(p. 173-176)

- A. A marketing analyst looks up data in Advertising Age magazine about expenditures in the firm's market.
- B. A marketing researcher asks a trade association for one of its reports.
- C. A marketing manager searches the subject directory of the Librarians Index to the Internet.
- D. All of the above.**
- E. None of the above.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Hard
LearnObj: 3
Perreault - Chapter 07 #161
Question Type: Application
Self-Test: No

162. Secondary data:
(p. 173-176)

- A. may not be specific enough to answer the question under consideration.
- B. should be considered before primary data is collected.
- C. is often all that is needed to solve a problem.
- D. is available both internally and outside the firm.
- E. all of the above.**

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 3
Perreault - Chapter 07 #162
Question Type: Comprehension
Self-Test: No

163. A situation analysis

(p. 176)

- A. can never eliminate the need for further research.
- B. is used primarily in the problem solving step.
- C. is expensive compared with more formal research efforts.
- D.** can be very informative, but takes little time.
- E. must be quantitative to be useful.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Medium
LearnObj: 3
Perreault - Chapter 07 #163
Question Type: Comprehension
Self-Test: No

164. Which of the following statements about secondary data is correct?

(p. 176)

- A. Secondary data is obtained only from sources outside of the firm.
- B.** Secondary data may be available much faster than primary data.
- C. Results of "old" surveys are not secondary data.
- D. Secondary data is usually more expensive to obtain than primary data.
- E. All of the above are true.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Medium
LearnObj: 3
Perreault - Chapter 07 #164
Question Type: Comprehension
Self-Test: No

165. Which of the following is most consistent with the marketing research process discussed in the text?

(p. 176)

- A. "We know that time is always short, so as soon as we define the problem we get on with our data collection."
- B. "We pay a lot for marketing research experts, so our managers don't waste time trying to figure out how projects should be conducted."
- C. "We always use mail surveys, so that we won't have to worry about nonresponse problems."
- D.** "Secondary data is often all we need to solve our problems."
- E. None of the above is a good answer.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Medium
LearnObj: 3
Perreault - Chapter 07 #165
Question Type: Comprehension
Self-Test: No

166. Which of the following statements about doing a situation analysis is correct?

(p. 176)

- A. There is very little government data on business and commercial markets.
- B.** Doing a good situation analysis is usually much less expensive than collecting primary data.
- C. There is little value to having a marketing researcher involved because a good marketing manager is able to do what is required.
- D. All of the above are true.
- E. None of the above is true.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 3
Perreault - Chapter 07 #166
Question Type: Comprehension
Self-Test: No

167. A fast-food chain is redesigning its restaurants. One of the main questions facing the chain's management is, "Should the new restaurant design include a salad bar?" A researcher in the company finds an article in a restaurant trade magazine containing the results of a study about salad bars. The results indicate that salad bars are costly to maintain and are not a major attraction to consumers. Based on this information, management decides that it will not have a salad bar as part of the new restaurant design. This example illustrates the point that:

(p. 176)

- A.** Situation analysis sometimes eliminates the need for conducting further research in a problem area.
- B. Situation analysis is very costly in terms of time and money.
- C. Secondary data from sources outside the company is always better than secondary data from sources inside the company.
- D. Secondary data from private sources is always better than secondary data from government sources.
- E. Collecting primary data is always necessary in order to make good decisions.

AACSB: 6. Reflective thinking
Chapter: 7
Difficulty: Easy
LearnObj: 3
Perreault - Chapter 07 #167
Question Type: Application
Self-Test: No

168. Which of the following is probably NOT a part of a situation analysis?

(p. 176)

- A. a marketing manager asks a radio station for a copy of an audience study.
- B. a marketing analyst determines from a Census publication how many manufacturers are in the Portland area.
- C. a marketing analyst looks in the Index of Business Periodicals for articles about a large retail chain.
- D.** a computer company asks ten lawyers to participate in a focus group on how they use computers.
- E. All of the above seem to be part of a situation analysis.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Hard
LearnObj: 3
Perreault - Chapter 07 #168
Question Type: Application
Self-Test: No

169. A research proposal

(p. 176)

- A. develops and analyzes new information about a market.
- B.** specifies what information will be obtained and how.
- C. is an informal study of what information is already available in the problem area.
- D. seeks in-depth, open-ended responses, not yes or no answers.
- E. is typically in a database format that standard website search engines can find.

AACSB: 3 Analytical skills

Chapter: 7

Difficulty: Easy

LearnObj: 3

Perreault - Chapter 07 #169

Question Type: Definition

Self-Test: No

170. The research proposal may include information about all of the following except

(p. 176)

- A. what the costs will be.
- B. who will analyze the data.
- C. what data will be collected.
- D. how long the process will take.
- E.** what the possible solutions are.

AACSB: 3 Analytical skills

Chapter: 7

Difficulty: Easy

LearnObj: 3

Perreault - Chapter 07 #170

Question Type: Comprehension

Self-Test: No

171. Which of the following is NOT likely to be included in a research proposal?

(p. 176)

- A. how long the research will take.
- B.** preliminary recommendations on how to solve the problem.
- C. information about what the research will cost.
- D. a description of what data will be collected.
- E. a description of how data will be collected.

AACSB: 3 Analytical skills

Chapter: 7

Difficulty: Medium

LearnObj: 3

Perreault - Chapter 07 #171

Question Type: Definition

Self-Test: No

172. A research proposal

(p. 176)

- A. should be written by the marketing manager--not the researcher--since the manager knows what needs to be done.
- B. usually can't provide much information about how data will be collected, since it is hard to tell until the research is started.
- C.** might lead a marketing manager to decide that the proposed research will cost more than it is worth.
- D. is a plan developed during the problem definition stage of research.
- E. All of the above are true.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 3
Perreault - Chapter 07 #172
Question Type: LearnAid
Self-Test: Self-Test & Learn Aid

173. _____ is an example of a primary data source.

(p. 176)

- A. Cost data
- B. A marketing information system
- C. Company files
- D.** Observation
- E. Library

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Medium
LearnObj: 3
Perreault - Chapter 07 #173
Question Type: Application
Self-Test: No

174. Which of the following would be a source of primary data?

(p. 176)

- A. U.S. Census Bureau reports.
- B. Company records on sales, costs, and advertising.
- C.** Market tests.
- D. All of the above.
- E. B and C only.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 3
Perreault - Chapter 07 #174
Question Type: Definition
Self-Test: No

175. Which of the following would NOT be a source of primary data?

(p. 176)

- A.** The Wall Street Journal
- B. Market tests
- C. Focus groups
- D. Observation studies
- E. Surveys

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 3
Perreault - Chapter 07 #175
Question Type: Definition
Self-Test: No

176. The two basic methods for obtaining primary information about customers are

(p. 176)

- A. defining and analyzing.
- B.** questioning and observing.
- C. intranet and data from private research organizations.
- D. marketing information systems and cost data.
- E. Internet search and library search.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Medium
LearnObj: 4
Perreault - Chapter 07 #176
Question Type: Comprehension
Self-Test: No

177. To get problem-specific data, a marketing researcher would use:

(p. 176-182)

- A. the experimental method.
- B. a questioning method.
- C. an observing method.
- D.** Any or all of the above.
- E. Either A or B--but not C.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Medium
LearnObj: 4
Perreault - Chapter 07 #177
Question Type: Definition
Self-Test: No

178. Qualitative research, compared to quantitative research:

(p. 176)

- A. Asks closed-ended questions.
- B. Asks yes or no type questions.
- C. Provides more representative samples of consumers.
- D.** Relies on open-ended questioning.
- E. Uses statistics to analyze data.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #178
Question Type: Integrating
Self-Test: No

179. "Qualitative research" involves:

(p. 176)

- A. talks with the firm's own managers.
- B.** questioning to obtain in-depth open-ended responses.
- C. "yes-no" questionnaires.
- D. studying secondary data.
- E. None of the above.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #179
Question Type: Definition
Self-Test: No

180. The big advantage of qualitative research in marketing is:

(p. 176)

- A. ease of interpretation.
- B. it provides a good basis for statistical analysis.
- C.** the in-depth responses it provides.
- D. the analysis can be handled on a personal computer.
- E. None of the above.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Medium
LearnObj: 4
Perreault - Chapter 07 #180
Question Type: Comprehension
Self-Test: No

181. _____ are the most widely used form of qualitative questioning in marketing research.

(p. 176)

- A.** Focus group interviews
- B. Situation analyses
- C. Telephone surveys
- D. Direct observations of customers
- E. Experimental research studies

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Medium
LearnObj: 4
Perreault - Chapter 07 #181
Question Type: Comprehension
Self-Test: No

182. An interview with 6 to 10 people in an informal group setting is called a(an):

(p. 176)

- A. secondary interview.
- B.** focus group interview.
- C. observation interview.
- D. quantitative research interview.
- E. informal investigation.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #182
Question Type: Definition
Self-Test: No

183. Focus groups

(p. 176)

- A. stimulate discussion among participants.
- B. involve interviewing people in a formal setting.
- C. use close-ended, yes or no questions.
- D. are the same as opinion leaders.
- E. are the same as reference groups.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Medium
LearnObj: 4
Perreault - Chapter 07 #183
Question Type: Comprehension
Self-Test: No

184. With focus group interviews,

(p. 176)

- A. consumers talk as a group for about 10 minutes, and then meet individually with an interviewer.
- B. it is typical for the researcher to develop quantitative summaries of the results.
- C. marketing managers can estimate the size of the market for a new product.
- D. the objective is to get the group to interact, so that many ideas are generated.
- E. researchers try to select a large sample so they can extend the results to the whole population.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #184
Question Type: Comprehension
Self-Test: No

185. Focus groups:

(p. 177)

- A. Are usually composed of 10-15 people as participants.
- B. Yield results that are largely dependent on the viewpoint of the researcher.
- C. Always do a good job of representing the broader target market.
- D. Are expensive compared to other marketing research methods.
- E. Are conducted in a formal group setting.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #185
Question Type: Comprehension
Self-Test: No

186. When focus group interviews are used in marketing,

(p. 177)

- A. each person in the group answers the same questionnaire, to focus the discussion.
- B. the typical group size is 15 to 20 typical consumers whether online or off-line.
- C. it is primarily as a follow-up to more quantitative research.
- D. the research conclusions will vary depending on who watches the interview whether online or off-line.
- E. the consumer in the group who knows the most about the topic is asked to lead the discussion.

AACSB: 6. Reflective thinking
Chapter: 7
Difficulty: Medium
LearnObj: 4
Perreault - Chapter 07 #186
Question Type: Comprehension
Self-Test: No

187. One of the major disadvantages of the focus group interview approach is that
(p. 177)

- A. ideas generated by the group can't be tested later with other research.
- B.** it is difficult to measure the results objectively.
- C. it is difficult to get in-depth information about the research topic.
- D. there is no interviewer, so the research questions may not be answered.
- E. once the interview is over there is no way for a marketing manager who was not there to evaluate what went on.

AACSB: 6. Reflective thinking
Chapter: 7
Difficulty: Medium
LearnObj: 4
Perreault - Chapter 07 #187
Question Type: Comprehension
Self-Test: No

188. A consumer products manufacturer wants consumer reaction to its existing products. Interaction is considered important to stimulate thinking. The firm should use:
(p. 177)

- A. the observation method.
- B.** focus group interviews.
- C. the GSR (galvanic skin response) method.
- D. quantitative interviews.
- E. telephone interviews.

AACSB: 6. Reflective thinking
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #188
Question Type: Application
Self-Test: No

189. Marketing research which seeks structured responses that can be summarized is called:
(p. 178)

- A. focus group research.
- B.** quantitative research.
- C. qualitative research.
- D. situation analysis research.
- E. open-ended research.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #189
Question Type: Definition
Self-Test: No

190. Which of the following is a disadvantage of quantitative research (compared to qualitative research)?
(p. 178)

- A. It is harder to get in-depth answers.
- B. The conclusions are likely to vary more from analyst to analyst.
- C. The results are harder to summarize.
- D. It is not as fast for respondents.
- E. None of the above is true.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Medium
LearnObj: 4
Perreault - Chapter 07 #190
Question Type: Comprehension
Self-Test: No

191. Wizard Toy Company's marketing researcher conducted a survey to find out the percentage of customers who, after receiving a promotional mailing about a new toy, actually went out and purchased the product. This is an example of

(p. 178)

- A. a response rate.
- B. cross-tabulation.
- C. personal interviews.
- D. quantitative research.
- E. an experimental method.

AACSB: 6. Reflective thinking
Chapter: 7
Difficulty: Hard
LearnObj: 4
Perreault - Chapter 07 #191
Question Type: Application
Self-Test: No

192. Quantitative research:

(p. 178)

- A. Involves structured responses that can be summarized.
- B. Is not a good method for measuring consumer attitudes and opinions.
- C. Mainly uses small samples of respondents.
- D. Is only possible by using a mail survey.
- E. Relies on open-ended responses to survey questions instead of multiple-choice responses.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #192
Question Type: Comprehension
Self-Test: No

193. Quantitative marketing research

(p. 178-179)

- A. usually makes it easier and faster for respondents to answer the questions (compared to qualitative research).
- B. can use a large, representative sample.
- C. data can be collected by mail, e-mail, online, telephone, or personal interviews.
- D. makes it easier for the research analyst to summarize answers.
- E.** All of the above are true.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #193
Question Type: Comprehension
Self-Test: No

194. Mail surveys:

(p. 178)

- A. may be more successful than personal interviews for getting personal information.
- B. are often limited by low response rates.
- C. are popular because they can be a convenient and economical approach.
- D.** All of the above are true.
- E. None of the above is true.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #194
Question Type: Comprehension
Self-Test: No

195. A marketing researcher wants to get sensitive information about family spending patterns as part of a survey. He is most likely to get the needed information

(p. 178)

- A.** with a mail, e-mail, or online survey.
- B. with a focus group.
- C. with personal interviews.
- D. with telephone interviews.
- E. Any of the above is about equally effective for getting sensitive information.

AACSB: 4 Use of IT; 6. Reflective thinking
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #195
Question Type: Application
Self-Test: No

196. Which of the following is NOT an advantage of mail surveys as a method of quantitative research?
(p. 178)

- A. Ability to do extensive questioning.
- B. Ability of the respondent to complete the survey at his/her convenience.
- C. Greater willingness of the respondent to provide personal information.
- D.** High response rates.
- E. Low cost relative to personal interview surveys.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #196
Question Type: Comprehension
Self-Test: No

197. A marketing researcher wants to do a survey to probe in-depth consumer attitudes about their experiences with the company's products. He is LEAST likely to get what he wants if he uses:
(p. 178)

- A. personal interviews.
- B. online focus groups.
- C. telephone interviews.
- D.** a mail survey.
- E. None of the above is very useful for getting in-depth information about consumer attitudes.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Medium
LearnObj: 4
Perreault - Chapter 07 #197
Question Type: Application
Self-Test: No

198. A firm intends to use an online survey questionnaire in a marketing research project. Compared to a mail survey:
(p. 178)

- A. feedback will likely be faster online.
- B. the response rate will likely be lower online.
- C. respondents will likely be younger and better educated online.
- D. costs will likely be less online.
- E.** all of the above.

AACSB: 4 Use of IT
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #198
Question Type: Comprehension
Self-Test: No

199. The percent of people contacted in a survey who complete a questionnaire is the:
(p. 178)

- A. qualitative rate.
- B. sample rate.
- C. population rate.
- D. response rate.**
- E. none of the above.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #199
Question Type: Definition
Self-Test: No

200. The percent of people contacted who complete a survey questionnaire is the:
(p. 178)

- A. response rate.**
- B. sample base unit (SBU) rate.
- C. population rate.
- D. sample rate.
- E. hit rate.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #200
Question Type: Definition
Self-Test: No

201. Which of the following is NOT an advantage of telephone surveys?
(p. 179)

- A. They are effective for getting answers to simple questions.
- B. They usually can be conducted quite quickly.
- C. They are especially good for getting confidential and personal information.**
- D. Response rates are high.
- E. All of the above are advantage of telephone surveys.

AACSB: 6. Reflective thinking
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #201
Question Type: Comprehension
Self-Test: No

202. Which method of quantitative research would probably produce the best results when the questions are simple and require only quick "yes" or "no" answers?
(p. 179)

- A. telephone interviews.**
- B. focus group interviews.
- C. mail questionnaires.
- D. personal interviews.
- E. observation.

AACSB: 4 Use of IT
Chapter: 7
Difficulty: Medium
LearnObj: 4
Perreault - Chapter 07 #202
Question Type: Application
Self-Test: No

203. Which of the following is usually the most expensive way to collect data from consumers?

(p. 179)

- A. Telephone surveys
- B. E-mail surveys
- C. Online surveys
- D. Mail surveys
- E.** Personal interviews

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Medium
LearnObj: 4
Perreault - Chapter 07 #203
Question Type: Comprehension
Self-Test: No

204. A marketing researcher wants to do in-depth research on business customers' experiences with the company's products. She is MOST likely to get what she wants if she uses

(p. 179)

- A. an e-mail survey.
- B. the focus group approach.
- C. the observation approach.
- D.** personal interviews.
- E. None of the above is very useful for getting in-depth information about business customers' attitudes.

AACSB: 6. Reflective thinking
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #204
Question Type: LearnAid
Self-Test: Self-Test & Learn Aid

205. Business market researchers commonly use _____ because of their flexibility.

(p. 179)

- A. mail questionnaires
- B. focus group interviews
- C.** personal interviews
- D. telephone interviews
- E. none of the above

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Medium
LearnObj: 4
Perreault - Chapter 07 #205
Question Type: Comprehension
Self-Test: No

206. Why are personal interviews usually preferred for research with business customers?

(p. 179)

- A. They are usually less expensive per interview than mail or telephone surveys.
- B.** The interviewer can explain complicated directions and perhaps get better responses.
- C. They are more convenient than mail or telephone surveys.
- D. They are effective for getting quick answers to simple questions.
- E. None of the above is correct.

AACSB: 6. Reflective thinking
Chapter: 7
Difficulty: Hard
LearnObj: 4
Perreault - Chapter 07 #206
Question Type: Comprehension
Self-Test: No

207. Which variation of personal interview surveys helps reduce the cost of locating consumer respondents?

(p. 179)

- A. Pull interviews
- B. Mall intercept interviews**
- C. Push interviews
- D. Perception interviews

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Medium
LearnObj: 4
Perreault - Chapter 07 #207
Question Type: Comprehension
Self-Test: No

208. The observing method in marketing research:

(p. 180)

- A. uses personal interviews.
- B. may require customers to change their normal shopping behavior.
- C. is used to gather data without consumers being influenced by the process.**
- D. is not suitable for obtaining primary data.
- E. All of the above.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Medium
LearnObj: 4
Perreault - Chapter 07 #208
Question Type: Comprehension
Self-Test: No

209. What would be the best way for the marketing manager of a supermarket to find out how consumers move through the store?

(p. 180)

- A. Have an interviewer go through the store with each customer.
- B. Observe customers with hidden cameras.**
- C. Give customers a questionnaire after they have finished shopping.
- D. Install checkout counters at the end of each aisle.
- E. None of the above would be very good.

AACSB: 6. Reflective thinking
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #209
Question Type: Application
Self-Test: No

210. Which of the following is NOT a good example of the observation method of marketing research?

(p. 180)

- A. The manager of a supermarket occasionally walks through the store to see what customers are doing.**
- B. A drugstore installs optical scanners at its checkout counters.
- C. The owner of a shopping center puts a counting device at the entrance to count how many cars come in.
- D. A store manager studies videotapes of consumers shopping in the store.
- E. All of the above are good examples of observation research.

AACSB: 6. Reflective thinking
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #210
Question Type: Self-Test
Self-Test: Self-Test

211. In a grocery store's "valued customer" program, every shopper gets a card that he/she presents to the clerk in the checkout aisle. The card is scanned along with the customer's groceries. The store's computer system tracks each shopper's purchases and automatically provides special valued customer discounts. Every month, the customers in the program receive a newsletter containing coupons that are based on the customer's purchase history. For example, someone purchasing a lot of baby formula and disposable diapers might get a coupon for a free box of baby wipes. This valued customer program is based to a large extent on which of the following types of research?

(p. 181)

- A. Questioning.
- B. Experimentation.
- C. Observation.**
- D. Online surveys.
- E. Personal interviews.

AACSB: 6. Reflective thinking
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #211
Question Type: Application
Self-Test: No

212. Information is obtained on a continuing basis from the same respondents using a:

(p. 181)

- A. contributor group.
- B. consumer panel.**
- C. responder group.
- D. consumer experiment.
- E. statistical package.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #212
Question Type: Definition
Self-Test: No

213. Joy Rinaldo has agreed to participate in marketing research in which she will provide information about her purchases on an ongoing basis. She is probably part of a:

(p. 181)

- A. confidence interval.
- B. statistical package.
- C. contributor group.
- D. consumer panel.**
- E. focus group.

AACSB: 6. Reflective thinking
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #213
Question Type: Application
Self-Test: No

214. Whenever John shops for groceries, he gives an ID card to the clerk, who scans the number. Then the scanner records every purchase— including brands, sizes, prices, and any coupons used. John is most probably a

(p. 181)

- A. licensed purchaser.
- B. consumer panel member.**
- C. market researcher.
- D. focus group leader.
- E. opinion leader.

AACSB: 6. Reflective thinking
Chapter: 7
Difficulty: Hard
LearnObj: 4
Perreault - Chapter 07 #214
Question Type: Application
Self-Test: No

215. With regard to getting problem-specific data:

(p. 176-180)

- A. the observation method involves asking consumers direct questions about their observations.
- B. surveys distributed by e-mail are declining in popularity.
- C. focus group interviews are usually more representative than a set of personal interviews.
- D. telephone surveys are limited to short, simple questions--they don't allow the interviewer to learn what a respondent is really thinking.
- E. None of the above is a true statement.**

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #215
Question Type: LearnAid
Self-Test: Self-Test & Learn Aid

216. The _____ method is an information gathering method in which the responses of groups which are similar--except on the characteristic being tested--are compared.

(p. 181)

- A. focus group
- B. random
- C. observing
- D. experimental**
- E. qualitative questioning

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #216
Question Type: Definition
Self-Test: No

217. When using _____, researchers compare the responses of two or more groups that are similar except on the characteristic being tested.

(p. 181)

- A. response rates
- B. consumer panels
- C. experimental method**
- D. personal interview surveys
- E. opinion leader analysis

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Medium
LearnObj: 4
Perreault - Chapter 07 #217
Question Type: Definition
Self-Test: No

218. Two similar groups of consumers are shown different magazines which include the same ad. Then each consumer is asked questions about the advertised product. This seems to be a description of

(p. 181)

- A. the experimental method.**
- B. a set of focus group interviews.
- C. a consumer panel research project.
- D. a set of personal interviews.
- E. None of the above.

AACSB: 6. Reflective thinking
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #218
Question Type: Application
Self-Test: No

219. A marketing manager wants to know if a "2 for 1" coupon will attract new customers. He will get the most persuasive results if he uses

(p. 181-182)

- A. a focus group to ask consumers if they like the idea.
- B. an experimental method in which only some consumers get the coupon and the purchases of the two groups (with and without coupons) are compared.**
- C. personal interviewers to ask consumers how they will react.
- D. a mail survey to ask consumers if they use coupons and why.
- E. none of the above would allow the manager to determine if the coupon will help get new customers.

AACSB: 6. Reflective thinking
Chapter: 7
Difficulty: Medium
LearnObj: 4
Perreault - Chapter 07 #219
Question Type: Application
Self-Test: No

220. The Cereal Bar, a fast-food restaurant that sells breakfast cereal, wanted to see if a different price for its Wild O's breakfast special would affect demand. So the marketing manager used _____ when she tested two different prices at two different stores and compared sales.

(p. 181-182)

- A. idea testing
- B. segmentation research
- C. experimental method
- D.** test-marketing
- E. focus groups

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Medium
LearnObj: 4
Perreault - Chapter 07 #220
Question Type: Application
Self-Test: No

221. Test marketing is an example of a(n):

(p. 181-182)

- A. Mail survey.
- B. Focus group.
- C. Situation analysis.
- D. Telephone survey.
- E.** Experiment.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #221
Question Type: Comprehension
Self-Test: No

222. Marketing research experiments

(p. 181-182)

- A. may be difficult to set up in real world situations.
- B. may involve a combination of observing and questioning.
- C. may be disrupted by competitors' promotion or pricing efforts.
- D.** All of the above.
- E. None of the above.

AACSB: 6. Reflective thinking
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #222
Question Type: Comprehension
Self-Test: No

223. About _____ percent of marketing research spending is for syndicated research.

(p. 182)

- A. 10
- B. 25
- C. 40**
- D. 60
- E. 75

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Medium
LearnObj: 4
Perreault - Chapter 07 #223
Question Type: Definition
Self-Test: No

224. _____ research accounts for about 40 percent of marketing research spending.

(p. 182)

- A. Experimental method
- B. Observation method
- C. Syndicated**
- D. Cross-tabulation
- E. Online survey

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Medium
LearnObj: 4
Perreault - Chapter 07 #224
Question Type: Comprehension
Self-Test: No

225. Which of the following statements about the cost and value of information is False?

(p. 182-183)

- A. Dependable information can be expensive.
- B. Managers never get all the information they would like to have.
- C. Money may be wasted if a manager ignores the facts revealed in a marketing research study and bases his/her decisions on guesswork.
- D. The cost of gathering additional information is always justified by its value.**
- E. All of the above statements are false.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #225
Question Type: Comprehension
Self-Test: No

226. Which of the following statements about marketing research is FALSE?

(p. 168,183)

- A. A low response rate may affect the accuracy of results.
- B. Managers never get all the information they would like to have.
- C. Getting more or better information is not always worth the cost.
- D.** Because of the risks involved, marketing managers should never base their decision on incomplete information.
- E. A marketing manager should evaluate beforehand whether research findings will be relevant.

AACSB: 11 Analysis for decisions
Chapter: 7
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 07 #226
Question Type: LearnAid
Self-Test: Self-Test & Learn Aid

227. Statistical packages are:

(p. 183)

- A.** easy-to-use computer programs that analyze data.
- B. syndicated research services that do quantitative research.
- C. procedures used to be sure that a sample is representative.
- D. product packages that make it possible to collect data at checkout counters.
- E. None of the above.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #227
Question Type: Definition
Self-Test: No

228. This frequently used approach for analyzing and interpreting marketing research data shows the relationship of answers to two different questions.

(p. 184)

- A. Observation
- B. Focus group interviews
- C. Online response rates analysis
- D. Experimental approach
- E.** Cross-tabulation

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #228
Question Type: Comprehension
Self-Test: No

229. The total group a survey researcher is interested in is called the:
(p. 184)

- A. population.
- B. sample.
- C. study group.
- D. representative group.
- E. None of the above.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #229
Question Type: Definition
Self-Test: No

230. The part of the relevant population that is surveyed by a researcher is called the:
(p. 184)

- A. representative group.
- B. focal group.
- C. target population.
- D. sample.
- E. research group.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #230
Question Type: Definition
Self-Test: No

231. The response rate to a survey affects
(p. 184)

- A. who is in the population for a marketing research study.
- B. whether a statistical package can be used to analyze the data.
- C. how representative the sample is.
- D. All of the above are good answers.
- E. None of the above is a good answer.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #231
Question Type: Self-Test
Self-Test: Self-Test

232. At the step when data are interpreted, a marketing manager should:
(p. 184)

- A. leave it to the technical specialists to draw the correct conclusions.
- B. realize that statistical summaries from a sample may not be precise for the whole population.
- C. know that quantitative survey responses are valid, but qualitative research may not be valid.
- D. be satisfied with the sample used as long as it is large.
- E. All of the above are correct.

AACSB: 11 Analysis for decisions
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #232
Question Type: LearnAid
Self-Test: Self-Test & Learn Aid

233. Regarding an estimate from a survey, the range on either side of the survey result that is likely to contain the "true" value of the relevant population is called:

(p. 184)

- A. sample range.
- B. accuracy range.
- C. confidence interval.**
- D. validity interval.
- E. population estimate.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #233
Question Type: Definition
Self-Test: No

234. By computing confidence intervals a researcher can:

(p. 184)

- A. have just as much confidence in an estimate from a small sample.
- B. offset some of the problems of having a nonrepresentative sample.
- C. estimate how precise her research results are likely to be.**
- D. All of the above are true.
- E. None of the above is true.

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Medium
LearnObj: 4
Perreault - Chapter 07 #234
Question Type: Comprehension
Self-Test: No

235. _____ is concerned with whether the research data measures what it is intended to.

(p. 185)

- A. Cross-tabulation
- B. Validity**
- C. Regularity
- D. Dependability
- E. Confidence

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #235
Question Type: Definition
Self-Test: No

236. _____ concerns the extent to which data measures what it is intended to measure.

(p. 185)

- A. Conformance
- B. Reliability
- C. Depth
- D. Validity**
- E. Penetration

AACSB: 3 Analytical skills
Chapter: 7
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 07 #236
Question Type: Definition
Self-Test: No

237. Which of the following is an ethical problem in marketing research?

(p. 186)

- A. A researcher does not disclose problems that occurred during consumer interviews.
- B. A company calls consumers under the guise of doing research when the phone calls are really sales pitches for the company's products.
- C. A manager informs a researcher that the only acceptable results are ones that confirm the manager's existing viewpoints.
- D. A researcher deliberately withholds details about how a research study was conducted.
- E. All of the above.**

AACSB: 2 Ethical reasoning

Chapter: 7

Difficulty: Easy

LearnObj: 4

Perreault - Chapter 07 #237

Question Type: Comprehension

Self-Test: No

238. Which of the following statements is True regarding the last step in the marketing research process—solving the problem?

(p. 186)

- A. In this step, managers use the research results to make decisions.
- B. Research needs to have action implications to have value.
- C. Managers should be able to apply the research findings to marketing strategy planning.
- D. Research that does not provide information that is useful for decision-making is a waste of time and money.
- E. All of the above.**

AACSB: 11 Analysis for decisions

Chapter: 7

Difficulty: Easy

LearnObj: 4

Perreault - Chapter 07 #238

Question Type: Application

Self-Test: No

239. Regarding international marketing research:

(p. 186-187)

- A. If a firm is well established internationally, there is nothing to be gained from working with local market research firms in the countries of interest.
- B. It is impossible to coordinate similar marketing research efforts under way in several countries due to language and cultural differences.
- C. Accurate data (both primary and secondary data) may be hard to find in international markets.**
- D. It is impossible to standardize the elements of an international marketing information system.
- E. None of the above.

AACSB: 5. Diversity understanding

Chapter: 7

Difficulty: Easy

LearnObj: 4

Perreault - Chapter 07 #239

Question Type: Comprehension

Self-Test: No

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